BEST I'VE FACED: *HALL OF FAME SLUGGER PIPINO CUEVAS REVEALS HIS TOP OPPONENTS*

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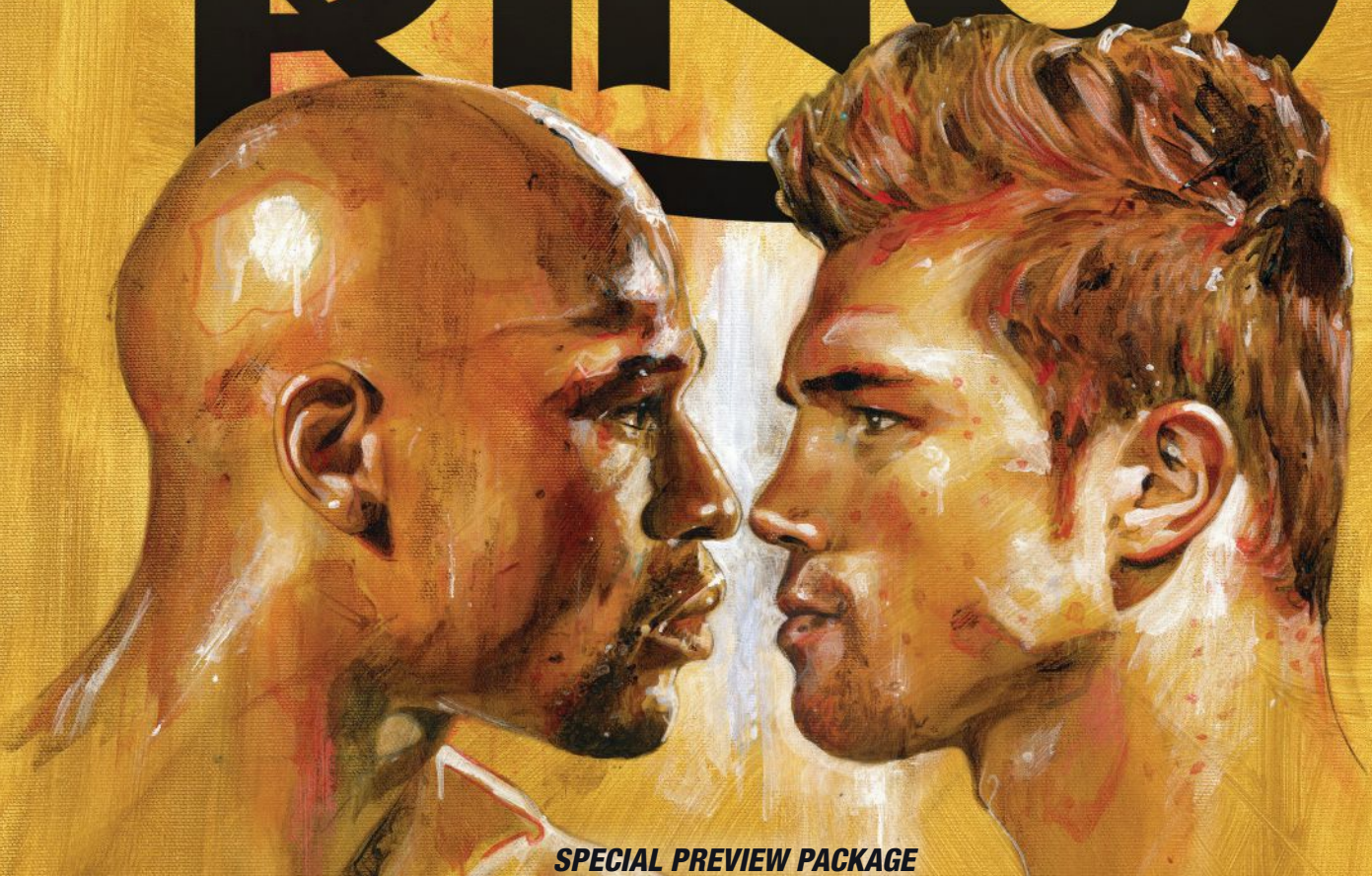

SPECIAL PREVIEW PACKAGE

THE BIG ONE

MAYWEATHER vs. ALVAREZ: IT DOESN'T GET MORE MASSIVE THAN THIS

MARKETING WIZ
MAYWEATHER IS AS ADEPT AT SELLING HIS FIGHTS AS HE IS IN THE RING

BIG BUSINESS
THE SEPT. 14 CARD COULD GENERATE A RECORD AMOUNT OF MONEY

THE '0' COULD GO
WHAT IF MAYWEATHER LOSES THE FIRST FIGHT OF HIS CAREER?

NO BLARNEY
REDHEADED, FAIR-SKINNED ALVAREZ PROBABLY HAS ROOTS IN IRELAND

Richard T. Slone

OCTOBER 2013

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DEBATE: MAYWEATHER VS. ALVAREZ
THE RING editors Michael Rosenthal and Doug Fischer traded verbal shots about the big fight via instant messages. **GO TO:** http://bit.ly/12NL9L2 or scan the QR Code.

VIDEO: LOS ANGELES NEWS CONFERENCE
RingTV.com contributor Alan Massengale reports from the final stop of the Mayweather-Alvarez press tour. **GO TO:** http://bit.ly/1bmBLmS or scan the QR Code.

PACQUIAO'S LAST STAND?
Freddie Roach, Manny Pacquiao's trainer, said the superstar will be finished if he is knocked out by Brandon Rios. **GO TO:** http://bit.ly/15kqb5x or scan the QR Code.

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The Ring Magazine

COVER PAINTING BY RICHARD T. SLONE. FOR MORE INFORMATION ABOUT THE ARTIST, GO TO SLONEART.COM

SAVOR THIS ONE

I always wonder whether we devote too many pages to one fight when we put together our comprehensive previews. In this issue, 50 pages contain material on the Floyd Mayweather Jr.-Canelo Alvarez fight on Sept. 14.

The thought is fleeting, though. This fight is the sport's Super Bowl, at least for this year. Think of the pages and airtime devoted to that event.

The ironic thing is that I'm not sure how competitive the fight will be. Alvarez, only 23, has progressed, as he proved in an impressive victory over Austin Trout, but Trout is no Mayweather.

The important thing is that it is *perceived* to be a competitive fight, certainly as competitive as any since Mayweather faced Oscar De La Hoya in the 2007 fight that drew a record 2.5 million pay-per-view buys.

Add to that the fighters' fan bases — as well as those dying to see Mayweather get his ass kicked — and you get the kind of energy produced during a 10-city promotional tour that attracted more than 100,000 fans.

I was at the Los Angeles event, held at the open-air L.A. LIVE square. As I drove in, I passed people waiting in a line more than a block long to get as close to the dais as possible. About 10,000 showed up, more than the 7,856 who watched the Sparks play a WNBA game across the street at Staples Center.

The energy was electric. The loud, repeated chants of CA-NEL-O, CA-NEL-O, CA-NEL-O rivaled the decibel levels achieved inside arenas during big-time fights, a testament the fans' passion and Alvarez's popularity.

It was a rare moment in boxing – and exciting.

I remember wondering during the introductions of the fighters and members of their camps: What would this have been like if it were Mayweather and Manny Pacquiao two or three years ago?

To be clear, a Mayweather-Pacquiao fight in 2010 would've dwarfed Mayweather-Alvarez in terms of the numbers it would've produced. That event almost certainly would've shattered all records.

However, I don't believe the energy would've been any greater leading up to or at the fight had it been Mayweather and Pacquiao. Mexican fans probably don't view Alvarez as the icon that Pacquiao is in the Philippines but they are clearly in the throes of a passionate love affair with him.

People don't line up for promotional events like that unless something – or someone – truly special is involved.

The MGM Grand Garden Arena, the site of the fight, is going to be pulsating the night of Sept. 14. Mayweather's fans, whom he has never disappointed, will be as confident as ever. Those who hate him will be licking their lips. And Alvarez's supporters, sensing this might be their moment, will be frenzied.

Me? I can't wait … even with my doubts about the fight itself.

The RING

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Gennady Golovkin should maintain his pre-fight rituals because they're working. He is pictured here preparing to face Matthew Macklin, who didn't survive the third round.

Naoki Fukuda

Scott Heavey/Getty Images

Tony Thompson proved that his knockout of David Price (right) in February was no fluke by doing it again on July 6. Both fights took place in Price's hometown of Liverpool, England.

Naoki Fukuda

The fight between Paulie Malignaggi and Adrien Broner on June 22 was give and take throughout. Broner narrowly escaped with a victory.

COME OUT WRITING

BAD MOVE BY HBO

I'm writing in regard to HBO's decision to not show Guillermo Rigondeaux's next fight because he is a "boring fighter." This is a fighter who embarrassed and almost knocked out the "second coming of Manny Pacquiao." This is a fighter who, in 12 pro fights, has established himself as one of the elite fighters in the sport. I had money on Rigondeaux because I saw it coming; HBO clearly did not. Neither did Bob Arum. This is why they are doing exactly what they did to Tim Bradley for beating Pacquiao; they are punishing the winner for making them look stupid. HBO did nothing but shove Donaire down the fans throats for years as he fought no-hopers like Jorge Arce, Toshiaki Nishioka and Omar Narvaez. Now, you would think that Rigondeaux putting on such a spectacular performance against a guy that they thought was the guy at 122 would impress them. Apparently it didn't. It just made them feel dumb, which is precisely what they are. This is why, with a larger budget and many more subscribers, they cannot find a way to outperform Showtime. I am sick and tired of being a boxing fan and watching this garbage continue to ruin the sport.

Matt Jones
Wilmington, N.C.

A WORTHY SEQUEL

Larry Merchant once said that the only worthy sequels he could mention were Muhammad Ali vs. Joe Frazier III and Godfather II. We may now add Carl Froch vs. Mikkel Kessler II. Although not in the legendary class of Ali-Frazier, the second fight between two of the best super middleweights in the world had it all. Two guys who admired each other outside the ring just wanted to kill each other inside it. Even though my guy Kessler came out short, he shut up all the critics who said he was finished if he lost. Kessler fought a really good fight, but Froch's jab was the key to his victory. I see at least two or three fights left in Kessler. One of them could easily be a wipeout of Robert Stieglitz. That would give Kessler the WBO title, which could be the thing to lure Froch back for a third fight in the rivalry. In other words, a happy ending.

Hugo Høffner
Denmark

CANELO A THREAT

Canelo Alvarez is by far the best opponent Floyd Mayweather Jr. has fought. Size and skills ensure that. Don't believe me? Look at Mayweather's opponents from the last few years. They either didn't have a lot of skills or were way past their primes. The two biggest fighters he has fought, Oscar De La Hoya and Miguel Cotto, were both over the hill and yet gave him some problems. Also, Shane Mosley hurt him even though he was well past his prime too. Alvarez has a real shot here.

Jim Wayland
Sevierville, Tenn.

NO BRONER FAN

Adrien Broner is the most arrogant boxer I've seen in years. I'd love to see him face and get whooped by Marcos Maidana or Lucas Matthysse.

Fernando Sanchez
Mazatlan, Mexico

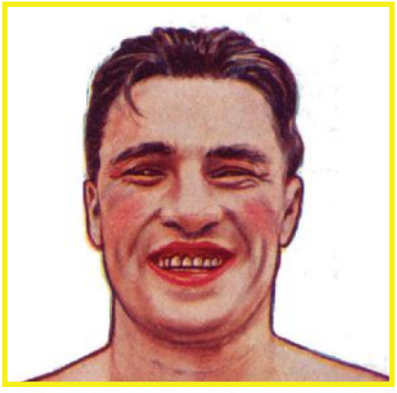
Editor's note: You could get your wish, Mr. Sanchez. At press time, Broner and Maidana were in negotiations for a fight in November.

THE JAB

As someone who learned that "everything comes off the jab and is dismayed that many marquee fighters have forgotten that, I appreciated the article on the jab in the September 2013 issue. There is, however, one mistake. Bert Sugar and Teddy Atlas ranked Tommy Hearns No. 10 in best jabs, not the all-time king (as was stated in the article).

Gerald Maltz
Tucson, Ariz.

Editor's note: Mr. Maltz is correct. In their entertaining "The Ultimate Book of Boxing Lists," *Sugar and Atlas say light heavyweight great Tommy Loughran had the best jab ever. THE RING regrets the error. The full list is below.*



1. **Tommy Loughran**
2. Larry Holmes
3. Joe Gans
4. Sonny Liston
5. Bob Foster
6. Joe Louis
7. Jim Corbett
8. Muhammad Ali
9. Benny Leonard
10. Tommy Hearns

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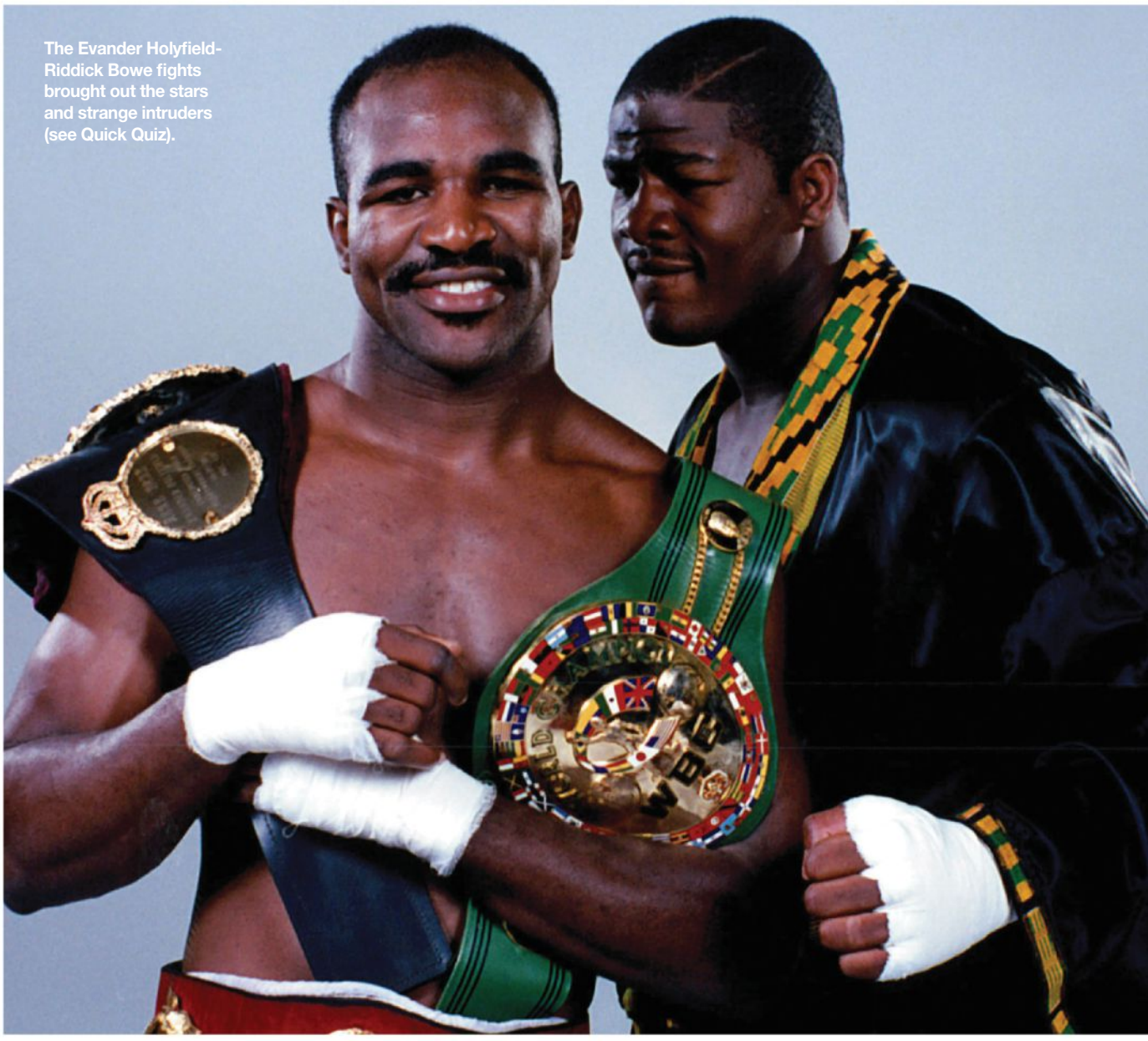


The Evander Holyfield-Riddick Bowe fights brought out the stars and strange intruders (see Quick Quiz).

NO RESPECT

JABS & STRAIGHT **WRITES**

BY THOMAS HAUSER

As boxing readies for the mega-fight between Floyd Mayweather Jr. and Canelo Alvarez, former HBO Sports president Seth Abraham reminisced about another big Las Vegas fight – the first encounter between Evander Holyfield and Riddick Bowe.

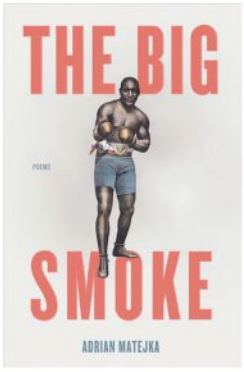
"It was at the Thomas and Mack Center," Abraham said. "I was there with Tim McCarver, who I'd gotten to know when he worked for HBO on a baseball series called *Race for the Pennant*. We were sitting in the second row. One by one, the celebrities filed in around us. After a while, we were surrounded by Jack Nicholson, Bruce Willis, Kevin Costner, Arnold Schwarzenegger, Michael Keaton and Sylvester Stallone. Tim was loving every minute of it, and I was having a wonderful time."

The Ring Magazine

"Two women who must have been in their 70s were snapping photos of the celebrities" Abraham continued. "One of the women came over to me and said, 'I don't know who you and your friend are.'"

Seth readied to identify himself. But before he could, the woman added, "Would you mind getting out of your seats. You're ruining our photo."

Abraham and McCarver rose. Then, at Seth's suggestion, the women sat, albeit briefly, in the choice HBO seats while Seth snapped a photo of them surrounded by Hollywood royalty.



***The Big Smoke* (Penguin Poets)** is a slim volume of poems about Jack Johnson by Adrian Matejka.

Matejka's Johnson is proud, violent, imperious, misogynistic and cruel. The poems are a mix of impressions that give readers an emotional feel for Johnson, the world he came from and the prize ring that he dominated.

While reading the poems, I scribbled down some thoughts and phrases from Matejka's work (below) that I particularly liked. For the complete poems, read *The Big Smoke*. It will be well worth your time.

The heavyweight champion of the world.
When we rise up,
the whole Negro race rises up with us.

Those dock fights were more about survival than winning.

In the ring,
Frank followed me
like I was the one who ran off with his wife.

The woman quit me,
took my jewels and my roll with her.
I took a train all the way to St. Louis to get her back,
just so she could take the rest of my money and leave again.
Clara is the reason
I don't deal with colored women anymore.
I never had a colored woman that didn't two-time me.

It's always better to whip than to be whipped.

More women than coats.

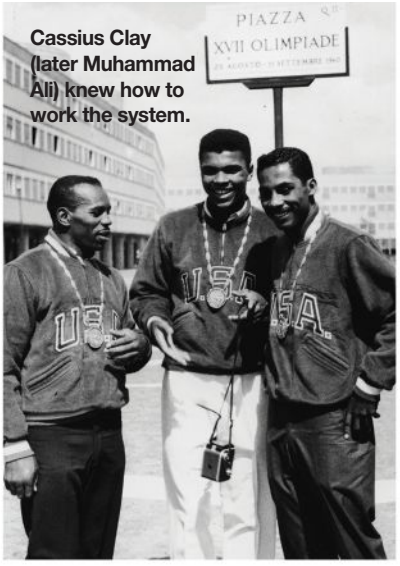
I want to gut-punch you until your eyes come out
like you've seen a ghost.

I'm Heavyweight Champion of the World.
You're just a shadow of me.
You aren't man enough.
You're not even a man at all.

Mr. Jeffries refused to give in.
There wasn't much difference between his face
and the meat on a butcher's table.
And he kept coming like a bull that knows
what happens after the fight.

You never wanted to be a prize fighter.
You just wanted the prize.

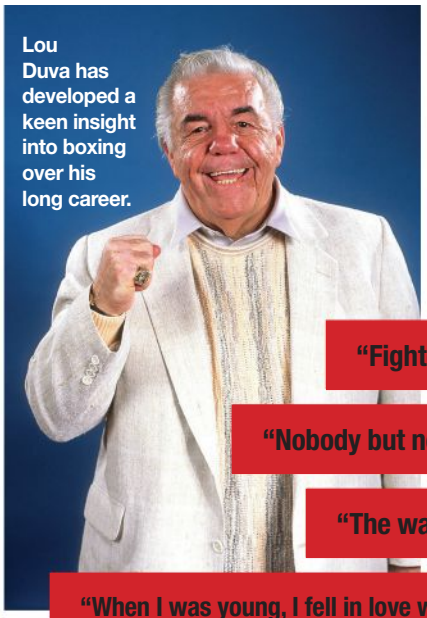
FROM THE **MUHAMMAD ALI** ARCHIVE



Cassius Clay (later Muhammad Ali) knew how to work the system.

After Cassius Clay won a gold medal at the 1960 Olympics, Dick Schaap journeyed to Louisville to write a story about him for the *Saturday Evening Post*.

"It was the first major magazine article that was ever done about him," Schaap later recalled. "We spent a lot of time together. Louisville was a Jim Crow city in 1960. So when we went out to eat, we had to go to the black section of town. I was there for four or five days. Every night, we went to the same restaurant. It had an eight-ounce steak and a 16-ounce steak on the menu. Every night, he ordered a 32-ounce steak, and every night they gave it to him. Finally, after two or three nights, I asked him, 'How do you know they have a 32-ounce steak? It's not on the menu.' And he told me, 'When I found out you were coming, I went in and told the people here to order them for me.'"



Lou Duva has developed a keen insight into boxing over his long career.

DUVA-ISMS

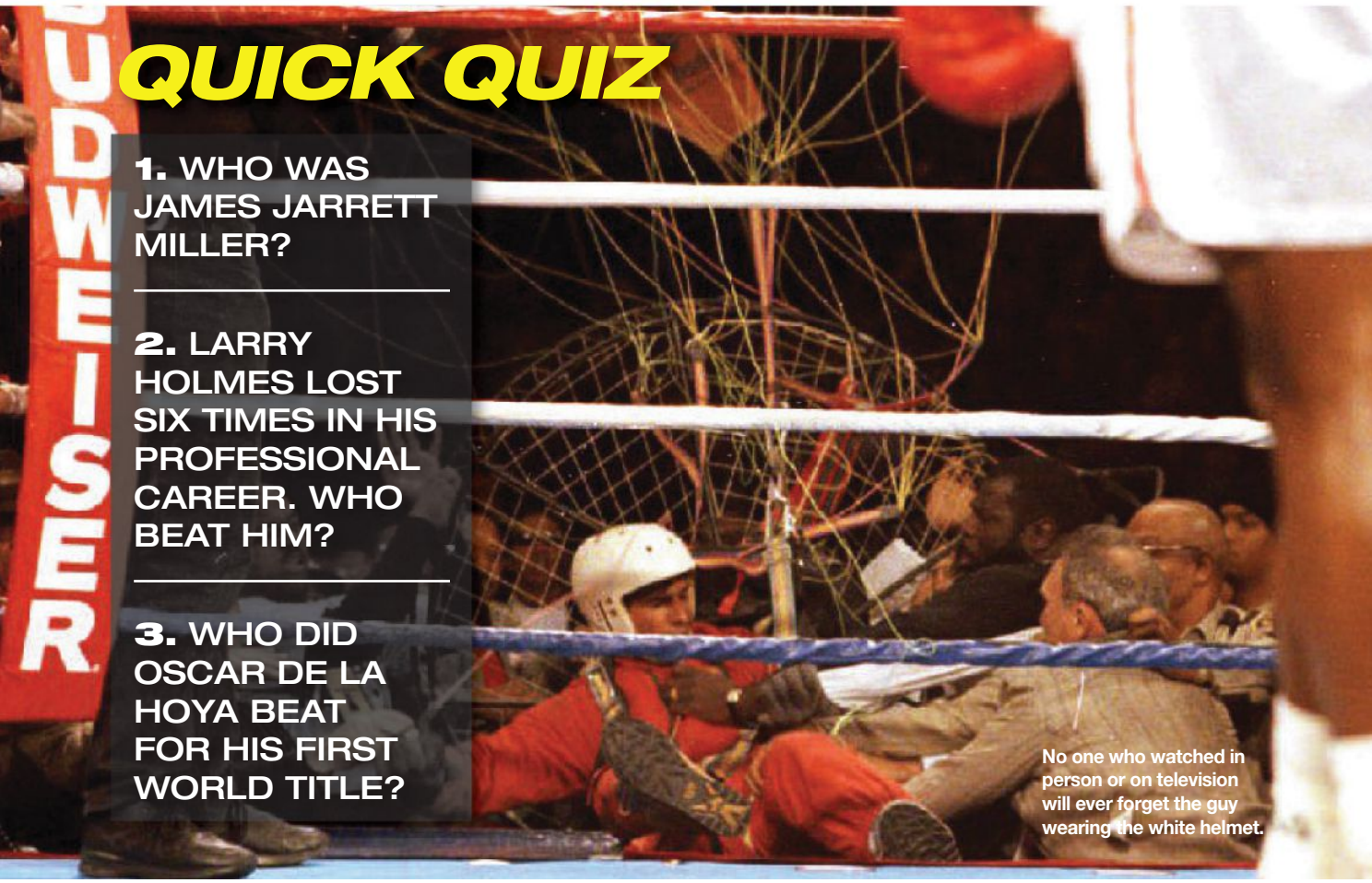
Lou Duva has been in less-than-good health lately. On occasion, the venerable trainer's voice echoes through my mind. Among the thoughts he shared with me over the years are:

"Fighters! You bring them up. You teach them everything. Then they leave you."

"Nobody but nobody, I don't care who it is, knows completely what boxing is all about."

"The way the business is now, you've got to be a con man to succeed in boxing."

"When I was young, I fell in love with fighters who had talent. Now I fall in love with fighters who have character."



No one who watched in person or on television will ever forget the guy wearing the white helmet.

QUICK QUIZ

1. WHO WAS JAMES JARRETT MILLER?

2. LARRY HOLMES LOST SIX TIMES IN HIS PROFESSIONAL CAREER. WHO BEAT HIM?

3. WHO DID OSCAR DE LA HOYA BEAT FOR HIS FIRST WORLD TITLE?

QUICK QUIZ ANSWERS

1. Miller, aka Fan Man, rode a parachute into the ring during the second fight between Riddick Bowe and Evander Holyfield on Nov. 6, 1993. He disappeared in September 2002 while hiking in Alaska. Six months later, his body was found hanging from a tree by a group of hunters. Police ruled the death a suicide.

2. Holmes began his career with 48 consecutive wins before losing three fights in a row, to Michael Spinks (twice) and Mike Tyson. He retired after the loss to Tyson, but came back to fight 24 times when he was in his 40s. During that span, he had 21 victories and was defeated by Evander Holyfield, Oliver McCall, and Brian Nielsen.

3. De La Hoya beat Jimmi Bredahl for the WBO junior lightweight crown on March 5, 1994, when Bredahl retired after the 10th round.

Ali: FPG/Getty Images; Duva: The Ring Magazine; Quick Quiz: LOS ANGELES TIMES/AFP/Getty Images

Thomas Hauser can be reached by email at thauser@rcn.com. His most recent book (*Thomas Hauser on Sports: Remembering the Journey*) has just been published by the University of Arkansas Press.

ADVANCED DEGREES

Degrees of separation between fighters of the past and their counterparts today. This month: Jack Dempsey, the first RING heavyweight champion, to the magazine's current heavyweight titleholder Wladimir Klitschko.

JACK DEMPSEY
fought …

Jack Sharkey,
who fought …

Joe Louis,
who fought …

Rocky Marciano,
who fought …

Archie Moore,
who fought …

Muhammad Ali,
who fought …

Larry Holmes,
who fought …

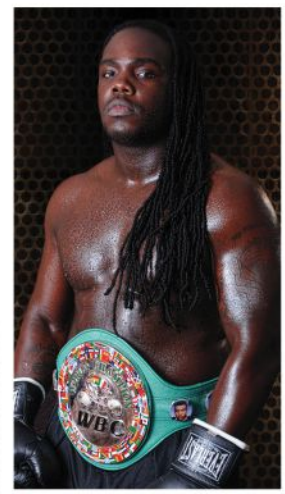
Ray Mercer,
who fought …

WLADIMIR KLITSCHKO

FIGHTERS' FAVORITES

WHAT BOXERS ARE INTO OUTSIDE THE SPORT

By **Anson Wainwright**



BERMANE STIVERNE

HEAVYWEIGHT CONTENDER FROM CANADA

MUSIC: 50 Cent. ★ **CAR:** Rolls-Royce Phantom. ★ **FOOD:** Mom's cuisine. ★ **TATTOOS:** I have five tattoos. I have the helmet and number of my cousin who passed away. I also have my personal logo. ★ **ATHLETE (OUTSIDE BOXING):** Michael Jordan. ★ **MOVIE:** *300*. ★ **VIDEO GAME:** I don't play.

JEAN PASCAL

LIGHT HEAVYWEIGHT CONTENDER FROM CANADA

MUSIC: "I'm Different" by 2 Chainz ★ **CAR:** Bentley GT Coupe (what I drive), spaceship (ha-ha, dream car). ★ **FOOD:** Rib-eye steak. ★ **TATTOOS:** No tattoos. That's not me. ★ **ATHLETE (OUTSIDE BOXING):** LeBron James. ★ **MOVIE:** *Training Day*. ★ **VIDEO GAME:** Lately I haven't had time to play but you already know why [training camp].

ROBERT STIEGLITZ

WBO SUPER MIDDLEWEIGHT TITLEHOLDER FROM RUSSIA

MUSIC: Crossover and all pop music from the charts, and the band Basta. ★ **CAR:** BMW Gran Turismo with 300 horsepower and all-wheel drive! ★ **FOOD:** Everything with lamb! ★ **TATTOOS:** I don't like them, so I haven't got any. ★ **ATHLETE (OUTSIDE BOXING):** Still Michael Jordan. ★ **MOVIE:** *Training Day* with Denzel Washington. ★ **VIDEO GAME:** In the past on my console: *Mafia*.

Stiverne: Paul Doumit; Pascal: TIMOTHY A. CLARY/AFP/Getty Images; Stieglitz: RONNY HARTMANN/AFP/Getty Images; Klitschko: Lars Baron/Bongarts/Getty Images; Dempsey: The Ring Magazine.

GOOD, BAD, WORSE

THE BEST AND WORST IN BOXING FROM THE PAST MONTH

By **Michael Rosenthal**

Good

I probably will never write these words again but I liked something Adrien Broner said. After he escaped with an unimpressive victory over Paulie Malignaggi, he said he'd let the fans decide who his next opponent will be. More fighters should think like that. In that spirit, RingTV.com immediately posted a poll asking readers who Broner should fight next. The overwhelming winner: Lucas Matthysse. The Argentine received 45.2 percent of the votes, well ahead of countryman Marcos Maidana (27.1). Broner was in talks at press time to face Maidana. Assuming he wins, we'll see if he has the guts to back up his mouth by fighting Matthysse.

Bad

In boxing, as in life, it's good to have hope. A lot of people had hope in David Price, a 6-foot-8 giant with solid skills and considerable power who was an heir apparent to the Klitschkos. And then old Tony Thompson came along and spoiled everything. The 41-year-old from Washington, D.C., stopped Price in February and then proved it was no fluke by doing it again in July. Kudos to Thompson, who proved he can still get it done. He remains a Top 10 heavyweight. Price? How does one bounce back from that? He might want to rebuild against second-tier opponents and see where it goes. And who knows? Wladimir Klitschko overcame some disasters. It's possible.

Worse

A tragedy in Indonesia has put boxing in perspective. At least 18 people reportedly were killed and many others were injured in the town of Nabire in the Papua province as a result of a riot after a local boxer lost a fight. Those who died (12 of whom were women) apparently were trampled as an estimated 1,500 fled the stadium, where chairs and bottles were being thrown. The fighters reportedly were from rival tribes, which apparently played a key role the violence. We're all passionate about boxing but, in the end, it's just a sport. It's not meant to be life and death. The loss of these people is utterly senseless.

A MONTHLY BOXING LIST:

TEN

This month: Floyd Mayweather Jr. and Canelo Alvarez were young when they won their first major titles, Mayeather 21 and Alvarez 20. However, many fighters have won championships as teenagers. Here are some (in chronological order):

1. **AL McCOY, 19:** Stopped George Chip in the first round to win the world middleweight championship in 1914.
2. **TONY CANZONERI, 18:** Outpointed Johnny Dundee to win New York's version of the world featherweight title in 1927.
3. **BEN VILLAFLOR, 19:** Outpointed Alfredo Marcano win the WBA junior lightweight title in 1972.
4. **WILFREDO BENITEZ, 17:** Outpointed Antonio Cervantes to win the WBA junior welterweight title in 1976.
5. **PIPINO CUEVAS, 18:** Knocked out Angel Espada in two rounds to win the WBA welterweight title in 1976.
6. **NETRNOI VORASINGH, 19:** Outpointed Freddy Castillo to win the WBC junior flyweight title in 1978.
7. **CESAR POLANCO, 18:** Outpointed Elly Pical to win the IBF junior bantamweight title in 1986.
8. **HIROKI IOKA, 18:** Outpointed Mai Thomburifarm to win the WBC strawweight title in 1987.
9. **MORRIS EAST, 19:** Knocked out Akinobu Hiranaka in 11 rounds to win the WBA junior welterweight title in 1992.
10. **MARVIN SONSONA, 19:** Outpointed Jose Lopez to win the WBO junior bantamweight title in 2009.

RING POLL

A MONTHLY POLL OF OUR RINGTV.COM READERS

The readers didn't hesitate to weigh in on this poll question: Who will win the RING junior middleweight championship between Floyd Mayweather Jr. and Canelo Alvarez? Here are the results.

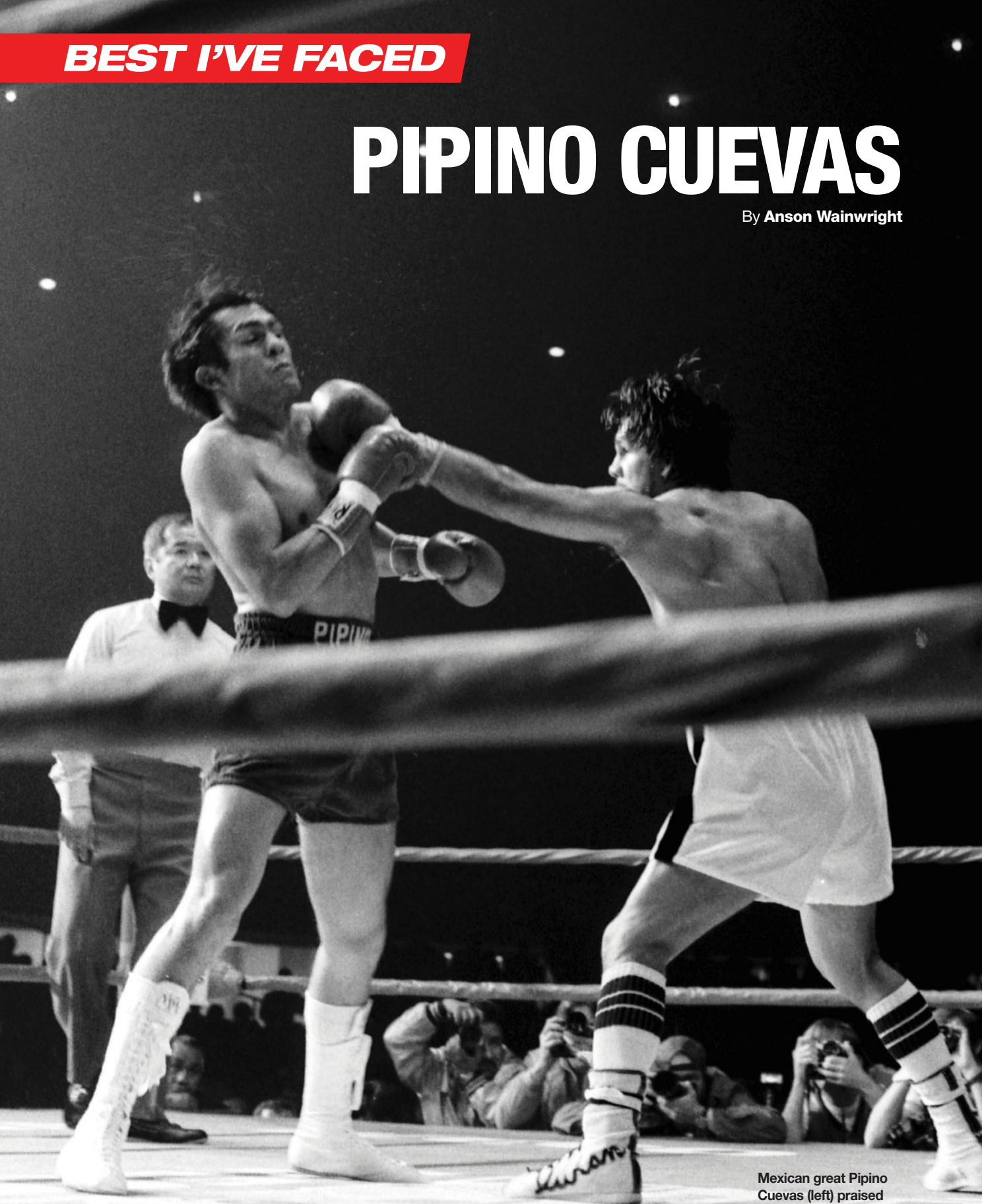
THE PERCENTAGES:

Mayweather by decision	59.2
Alvarez by knockout	24.6
Alvarez by decision	8.2
Mayweather by knockout	6.1
Draw	1.9

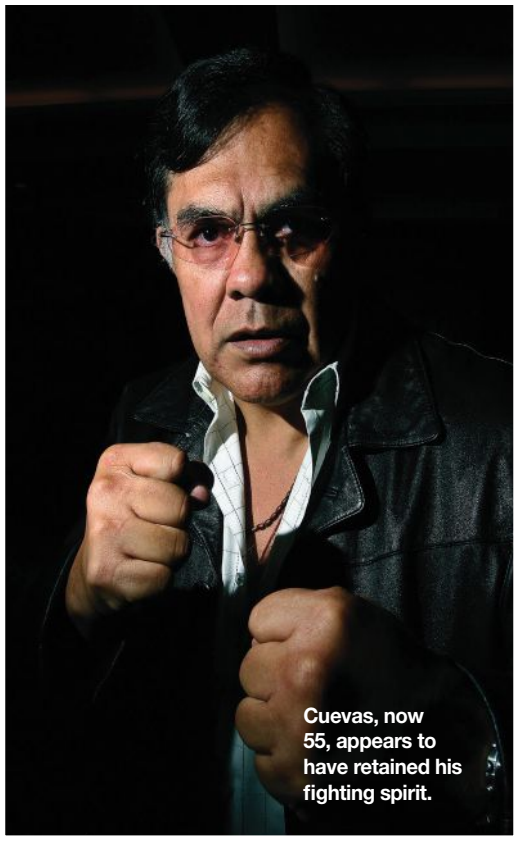
***Note:** 5,916 readers voted.*

PIPINO CUEVAS

By **Anson Wainwright**



Mexican great Pipino Cuevas (left) praised opponent Roberto Duran (right) but said Angel Espada was the best he ever faced.



Cuevas, now 55, appears to have retained his fighting spirit.

History will remember Pipino Cuevas as one of the most devastating punchers ever at welterweight.

Cuevas turned pro at the tender age of 14 and was only 15-6 to start his career. However, his second-round knockout of favored Angel Espada to win the WBA welterweight title – at only 18 years old – in 1976 stamped him as a rising star.

The Mexican's reign lasted four years, during which time he made 11 successful defenses. Ten of those wins were knockouts, including Miguel Angel Campanino (second round), Harold Weston (ninth round) and Harold Volbrecht (fifth round). The knockout run captured the imagination of both his countrymen and boxing fans in general.

His momentum ended in an instant against Thomas Hearns, who stopped Cuevas in devastating fashion in two rounds to win the 147-pound title in 1980.

Cuevas (35-15, 31 knockouts in his career) would go 8-9 in his final 17 fights and never again challenge for a championship. That stretch included a unanimous-decision loss to Roger Stafford in THE RING Magazine's 1981 Upset of the Year and a fourth-round TKO loss to Roberto Duran two years later.

Still, Cuevas, who retired in 1989 and entered the International Boxing Hall of Fame in 2002, is remembered fondly by the fans he thrilled with his ability to end any fight with one powerful blow.

Cuevas kindly took time out of his schedule to speak with us (through a translator) about his career..

★

BEST OVERALL
Angel Espada

He was a great Puerto Rican fighter. He gave me the opportunity to fight for the championship of the world ... We fought three fights and I won all three by KO. Roberto Duran is a great friend. He was one of the best fighters of all time. He was a very strong fighter, intelligent, and had a very good chin.

BEST BOXER
Harold Weston

He was a great technical boxer. The fight I had with him was one of the hardest of my career.

BEST JAB
Thomas Hearns

His long arms were very difficult to approach. He threw the jab and his shoulder covered his jaw, and then he quickly threw his right.

BEST DEFENSE
Randy Shields

He was a good fighter, very tall for the welterweight division. The fight I had with him was one of the hardest because I hurt my hand in the first round. It was the only fight of my career that lasted 15 rounds.

BEST CHIN
Weston

It was the most shots to the jaw anyone received from me. He boxed the entire fight with a triple jaw fracture.

BEST PUNCHER
Hearns

He was a fighter who went on to become cruiserweight champion. When we fought, in the second round he landed a right, I fell to the mat and got up very hurt. And my manager came to the ring and stopped the fight. That's when I lost the welterweight world championship.

FASTEST HANDS
Harold Volbrecht

The South African was a good fighter. The only cut I had in my entire boxing career was in that fight, which I won by KO.

FASTEST FEET
Espada

He moved around very well in the ring and handled all four corners very well.

SMARTEST
Weston

He was a great fighter who used the spider guard to block blows with intelligence. He moved very well and handled everything nicely with side steps.

STRONGEST
Scott Clark

He was a very strong fighter. In his entire career, he had never lost. When we fought, I won by KO in Round 2. After that fight, he retired from boxing.

The Ring Magazine Inset: Alonso Crespo/JAM MEDIA/ LatinContent/Getty Images

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CARD GIRL OF THE MONTH

BY HEATHER SHANHOLTZ

Jessica Pribanic

Height: 5-foot-6
Weight: 112 pounds
Measurements: 34-20-30
Stance: Orthodox
Favorite Boxer: Floyd Mayweather Jr.
Hometown: Sandusky, Ohio
Current Location: Las Vegas
Where you've seen her: Hooters Calendar 2005-2010, *Hooters Magazine* cover girl, *Body Talk*, *MMA* magazine and many others.
Booking Info: Facebook inbox

Dave Alan

Jessica Pribanic

Dave Alan

Dave Alan

THE RING CARD GIRL OF THE MONTH BY: **HEATHER SHANHOLTZ**

WWW.HEATHERSHANHOLTZ.COM | WWW.TWITTER.COM/HSHANHOLTZ | WWW.FACEBOOK.COM/MODELHEATHER

DO YOU WANT TO BE A RING CARD GIRL OF THE MONTH?

submit photos and bio to **ringcardgirl@sepublications.com**

People seem to forget that Adrien Broner is still a work in progress.

Nick Laham/Golden Boy

BIG HYPE, SMALL DEEDS

ADRIEN BRONER IS TALENTED BUT HE HAS PROVEN LITTLE THUS FAR

By **David Greisman**

Adrien Broner might be the best fighter to accomplish so much by accomplishing so little.

He's just 23 years old and has already won three world titles in three weight classes, all in the span of less than two years. He's gone from the 130-pound division up to 147, gone undefeated, pulled in high ratings on both HBO and Showtime, and made millions.

Broner was 22 when he picked up his first belt. His idol, Floyd Mayweather Jr., was 21. But here's the difference: Mayweather became champion at 130, 135 and 147 by beating Genaro Hernandez, Jose Luis Castillo and Zab Judah, then regained the welterweight throne by defeating Shane Mosley. Broner, meanwhile, topped Vicente Rodriguez, Antonio DeMarco and Paulie Malignaggi.

One man's resume is Hall of Fame-worthy. The other's rings hollow, at least so far. Golden Boy Promotions and Showtime want to make Broner the next big star. The kid can provide his own special effects. There's no need for

Nick Laham/Golden Boy/Golden Boy via Getty Images

their smoke and mirrors.

That's not to tear Broner down. There's just no need to overstate what he's done and make him any more than what he is: someone who's beaten everyone he's faced and made nearly all of those wins look easy. Yet it's the fights still to come that will show what he's truly capable of.

He only defended his titles once each at 130 and 135, leaving behind divisions that lacked depth and star power in favor of more lucrative and more interesting options. Malignaggi was not one of the top welterweights, but he was a competent and capable titleholder — and he was available when many of the big names at 140 were not.

Broner appears to have the talent and skills that will help him try to emulate Mayweather's career path. He already has elements of Mayweather's personality, dividing viewers between those who want to see him succeed and those who hope he fails. It just happens to be the case that he's proving himself as a commodity at a faster rate than he's proven himself as a combatant.

If he beats the best at junior welterweight or welterweight, it won't matter what he did or didn't do in the past, and it will bolster his case for being the Mayweather of the future.

★

And if you quickly became tired of the never-ending, low-quality lowbrow trash talk between Broner and Malignaggi, then you're probably rooting for Lucas Matthysse to knock out Danny Garcia. That's because the last thing you'll want is for Garcia's father to be involved in a Broner promotion.

★

Here's to David Price for knocking himself out before one of the Klitschkos could do the honors. And here's to Johnathon Banks for showing why he will be known more for training a heavyweight champion and not becoming one himself.

David is also a Goliath, a 6-foot-8 Olympic bronze medalist with the height to succeed in an era when the tallest boxers can be more like Klitschko and less like Carnera.

BY COMPARISON

Adrien Broner has beaten Vicente Rodriguez, Antonio DeMarco and Paulie Malignaggi to win titles at 130, 135 and 147 pounds. Here are three major stars and those they defeated to win titles in those divisions:

OSCAR DE LA HOYA
130 – Jimmi Bredahl
135 – Jorge Paez
147 – Pernell Whitaker

FLOYD MAYWEATHER JR.
130 – Genaro Hernandez
135 – Jose Luis Castillo
147 – Zab Judah

MANNY PACQUIAO
130 – Juan Manuel Marquez
135 – David Diaz
147 – Miguel Cotto

Note: De La Hoya stopped Rafael Ruelas in 1995 to win the IBF 135-pound title, which was considered more significant than the Paez victory the previous year.

Johnathon Banks demonstrated in his rematch with Seth Mitchell that it's difficult to win a fight without throwing punches.

And Price appeared to have the power, too, knocking out all but two of his first 15 opponents. If only he had a chin and stamina, or at least the ability to hide those flaws before Wladimir or Vitali could exploit them.

After all, it doesn't take very much these days to qualify for an impossible mission against Wladimir or Vitali. You need only be a combination of brave or foolish, have a Top 15 ranking among the sport's alphabet soup of sanctioning bodies and be willing to receive a one-sided beating and a career-high payday.

If Price ever gets there, it won't be for a while. He has now been stopped by Tony Thompson in consecutive fights. The first came in February on a single right hook that his team might have hoped was a fluke punch. Price put Thompson down hard in the rematch but couldn't put him away and soon went from winning to winded.

The only way that Price will remind anyone of Klitschko now is if they think back to when Wladimir was knocked out by Corrie Sanders (in the second round, like Price's first fight with Thompson) and Lamon Brewster (in the fifth round, like Thompson-Price II) — and needed to learn how to survive 12 rounds without getting toppled or tired.

At least Price put up a fight until he couldn't anymore. The same can't be said for Johnathon Banks in his rematch with Seth Mitchell.

Banks had upset the apple cart when he upset Mitchell last year. He looked poised to do so again when he wobbled Mitchell in their rematch. But then he proceeded to become boxing's version of a starting pitcher — he threw once every five days and spent most of his time waiting for the person in front of him to swing.

Banks and his team claimed later that he had hurt both of his hands. That would help explain his passivity. But he said the injuries came in the first and second rounds, which was before the big shots that hurt Mitchell. And while we hate how so many fighters make excuses in the ring immediately after losing, in this case, Banks' low-key explanation days afterward will work against him.

At least he can return to working as Wladimir Klitschko's trainer. In that role, Banks gets paid more and punched less.

★

Heavyweights have long been an easy target for those seeking a lazy punch line. No pun intended.

We joke about Evander Holyfield's advancing age and Riddick Bowe's pitiful foray into Muay Thai. We observe the reality of the Klitschko brothers being so good and their challengers so outclassed that the drama and excitement have been sucked out of their fights. We see endless hopeless comebacks, and we note that the retired, vegan version of Mike Tyson remains the most famous heavyweight in America not named Ali.

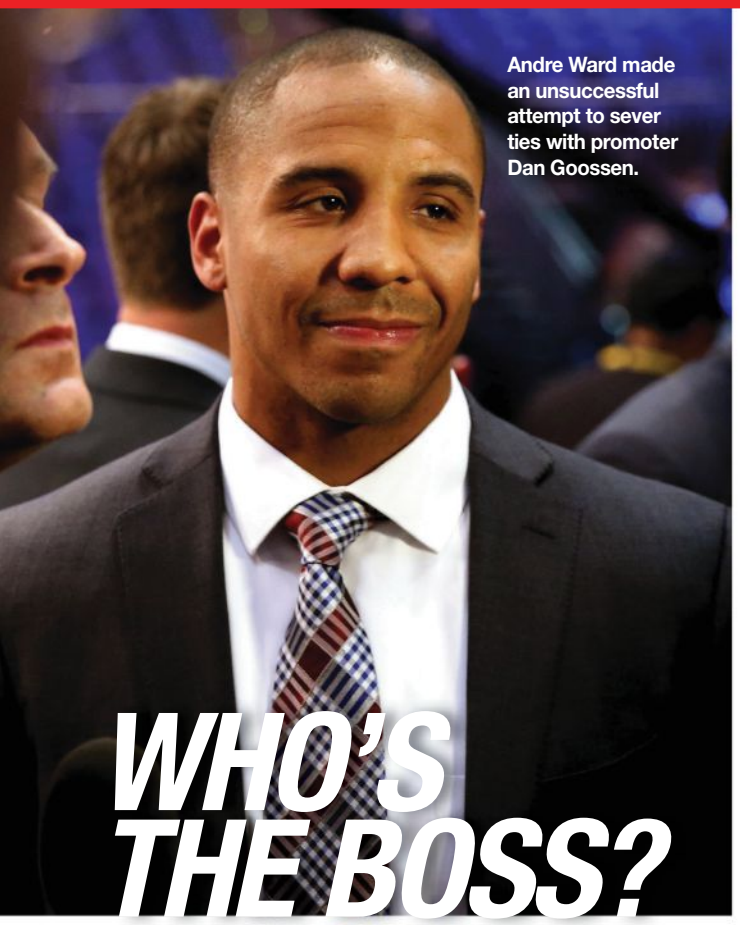
The last major pay-per-views to be headlined by heavyweights were the rematch between Hasim Rahman and Oleg Maskaev in 2006, Mike Tyson vs. Kevin McBride in 2005 and a 2004 card with four heavyweight matches that included John Ruiz vs. Andrew Golota as the main event.

The division has declined, but it's far from dead. There are still compelling storylines to follow and competitive matches to see. Thompson-Price II was a good scrap. The coming fight between David Haye and Tyson Fury also is worth catching.

There are prospects and contenders working their way through the ranks with the intent of facing and replacing the Klitschkos, who remain the undisputed kings of the division. There are up-and-comers headlining cards in Europe, and there are even a few names in the United States hoping to become the latest in a long line of highly hyped big men.

Nevertheless, you should forget the outdated argument of "As the heavyweight division goes, so goes boxing." As we've seen with Oscar De La Hoya, Manny Pacquiao and Mayweather, among others, the biggest stars are no longer the biggest men.

By **Brian Harty**



Andre Ward made an unsuccessful attempt to sever ties with promoter Dan Goossen.

WHO'S THE BOSS?

Andre Ward announced in late June that he was seeking to dissolve his contract with **Dan Goossen**, who has promoted the super middleweight champ since just after the 2004 Olympics.

Ward said HBO had offered him a September slot and he was eager to discuss a possible fight against **Julio Cesar Chavez Jr.** He claimed the talks didn't happen because he insisted that his manager, **James Prince**, and co-promoter **Antonio Leonard** be involved, and Goossen refused. That amounts, said Ward, to obstructing his career.

The California State Athletic Commission upheld the contract, and Ward said he's now considering taking the matter to court. He denied reports that he attempted to ditch Goossen so he could sign with Top Rank, which handles Chavez, maintaining it's simply a matter of controlling his own destiny.

Ward continued his "I'm the boss" theme as a guest on HBO's *The Fight Game* when asked about a possible rematch with **Carl Froch**, saying, "They just need to understand that when they come to the negotiating table who is on the A-side of things and who is on the B-side."

Two-time Olympic gold medalist **Vasyl Lomachenko** of Ukraine met with major promoters in the U.S. to discuss his future as a pro. According to his manager, **Egis Klimas**, the featherweight wants his first fight to be for a world title. One only hopes he's familiar with the story of **Pete Rademacher**, who won heavyweight gold in 1956 and also decided he'd like a title shot in his debut. He got his wish, fought **Floyd Patterson** and got knocked out in six.

Entertainer/promoter **Curtis Jackson**, aka 50 Cent, was charged with one count of domestic violence and four counts of vandalism after an argument with his ex-girlfriend turned into a police matter. Jackson allegedly trashed the woman's property to the tune of $7,100, then injured her when he kicked open a locked bedroom door.

And speaking of promoters, **Mike Tyson** is one now. The first man to fight under the Iron Mike Promotions banner was junior lightweight **Albert Bell**, who scored a fourth-round TKO in his debut on June 28.

The Nevada State Athletic Commission, which had fined Chavez Jr. $900,000 after he tested positive for marijuana last September, reduced the fine to $100,000 in June. Promoter **Bob Arum** shrugged off the discount and told RingTV.com that any fine is unjust because "marijuana should be decriminalized."

The NSAC also ruled that middleweight prospect **J'Leon Love**, who tested positive for an illegal diuretic following his May 4 win over **Gabriel Rosado**, would be fined $10,000 (10 percent of his purse) and suspended for six months. The fight result was ruled a no-contest.

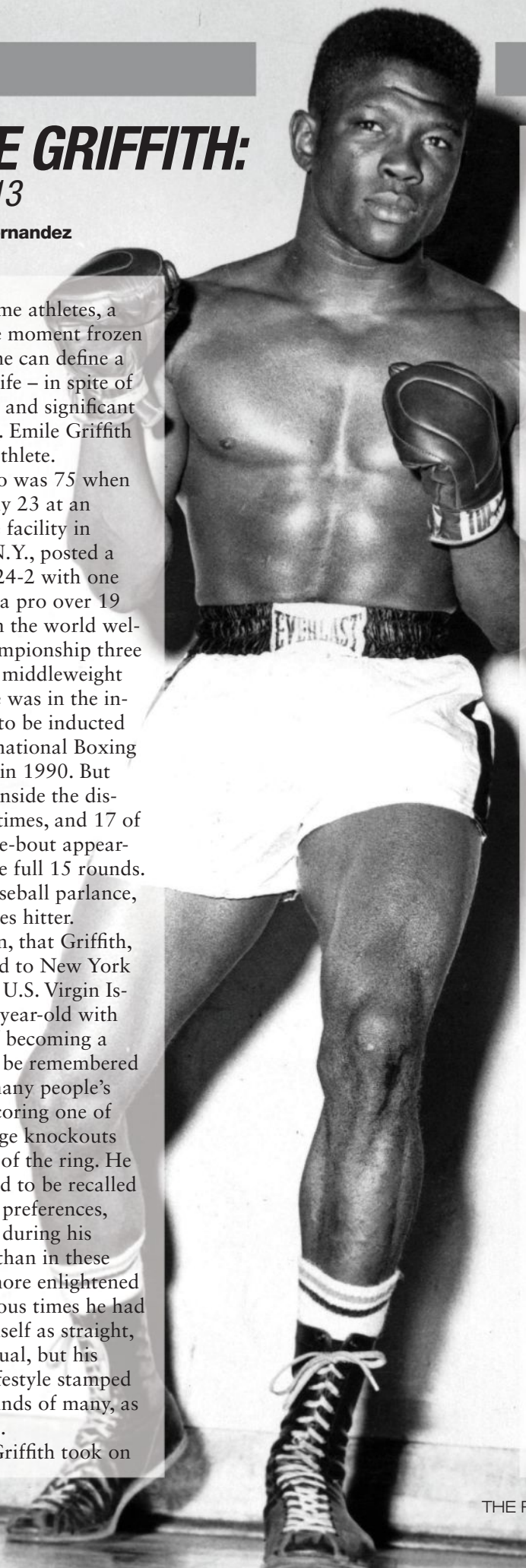
Retired boxer **Lenny LaPaglia** died of a heart attack at age 53. Online tributes to the Chicago-area fighter were rife with the word "demons" and LaPaglia was known for his volatile behavior, but his career was marked by several crowd-pleasing brawls. His last bout was a KO loss to Tommy Hearns in 1995.

And welterweight **Billy Smith** committed suicide on July 23 in Llanelli, Wales. He was 35. A journeyman in the true sense, "Gypsy Boy" took fights just about anywhere, anytime, and very rarely won (his final record was 13-145-2), but he was well-respected in the U.K. boxing world for his dedication. He was the subject of a feature story in the February 2013 issue of THE RING. Smith's twin brother, Ernie, also a boxer with a nearly identical record, killed himself in 2010.

Scott Heavey/Getty Images

EMILE GRIFFITH:
1938-2013

By **Bernard Fernandez**



For some athletes, a single moment frozen in time can define a career – or a life – in spite of a much larger and significant body of work. Emile Griffith was such an athlete.

Griffith, who was 75 when he died on July 23 at an extended-care facility in Hempstead, N.Y., posted a record of 85-24-2 with one no-contest as a pro over 19 years. He won the world welterweight championship three times and the middleweight title twice. He was in the inaugural class to be inducted into the International Boxing Hall of Fame in 1990. But Griffith won inside the distance just 23 times, and 17 of his last 20 title-bout appearances went the full 15 rounds. He was, in baseball parlance, mostly a singles hitter.

Strange, then, that Griffith, who emigrated to New York City from the U.S. Virgin Islands as a 19-year-old with no thought of becoming a boxer, should be remembered – at least in many people's minds – for scoring one of the most savage knockouts in the history of the ring. He also is destined to be recalled for his sexual preferences, a bigger issue during his fighting days than in these presumably more enlightened times. At various times he had described himself as straight, gay and bisexual, but his flamboyant lifestyle stamped him, in the minds of many, as a homosexual.

And when Griffith took on welterweight champ Benny "Kid" Paret in the rubber match of their three-bout series on March 24, 1962, in the old Madison Square Garden, the Cuban-born Paret's stinging taunts of *maricon*, a derogatory term for gays, hung in the air as thick as stale cigar smoke.

Was it a desire for revenge that spurred Griffith to batter a seemingly defenseless Paret along the ropes with 29 consecutive power punches in the 12th round as referee Ruby Goldstein stood by, slow to react? Or was it the instruction by Griffith's manager-trainer, Gil Clancy, to let his hands go if and when he got the granite-chinned Paret in trouble? Whatever Griffith's motivation, Paret lapsed into a coma and died 10 days later.

"I was never the same fighter after that," Griffith said. "I never tried to hurt the other guy. I would have quit, but I didn't know how to do anything else but fight."

In recent years, Griffith had been in poor health, but he never lost his optimistic outlook on life, despite any lingering regrets. He was a five-time champion, yes, but more importantly he was cherished as a friend by those who knew him well.

And he will be remembered by those well versed in boxing less for the Paret fight and more as one of the greatest fighters of all time. RING

Note: THE RING received word of Emile Griffith's death as our deadline for the October 2013 issue approached. We will publish an in-depth story on the Hall of Famer's life and career in the November issue.

FIGHTER OF THE MONTH

GENNADY GOLOVKIN

By **Michael Rosenthal**

Matthew Macklin was billed as a legitimate test for Gennady Golovkin but was overwhelmed by the Kazakhstani and failed to survive the third round on June 29.

Naoki Fukuda

Gennady Golovkin's middleweight title defense against Matthew Macklin in June was the most significant test of his career. It just didn't appear as such once the opening bell rang.

Macklin is a solid, experienced boxer and durable, as he proved in a competitive setback against RING 160-pound champ Sergio Martinez last year. Few thought the Englishman would beat Golovkin but he was expected to provide some resistance.

Instead, Golovkin tore him apart. The Kazakhstani controlled the fight from the outset, keeping intelligent – and punishing – pressure on Macklin until he found an opening to end matters in the third round. Golovkin buried a left hook into Macklin's side, sending him to the canvas in agony and rendering him unable to continue. The official end came at 1:22.

The final blow was both painful and merciful, for it probably saved Macklin from a more savage beating.

"He's the best I ever fought. He never let me get started," he said afterward.

Now what?

Golovkin (27-0, 24 knockouts) said immediately after the fight that he's ready for anybody, a sentiment shared by anyone who has seen him fight. The problem is that there is no clear threat in the 160-pound division.

Sergio Martinez? Too old. Julio Cesar Chavez Jr.? Not skillful enough. Daniel Geale? Probably not. Peter Quillin? Maybe he has the tools to cause some problems. Golovkin ultimately might find his greatest challenges in another division. Floyd Mayweather Jr.? Juicy possibility. Andre Ward? That's a scary one.

The only certainty is this: Golovkin would be given a good chance of beating anyone. He's that good.

POUND FOR POUND: Adrien Broner slipped from No. 6 to No. 8 after winning a split decision in his welterweight debut against the WBA titleholder Paulie Malignaggi.

HEAVYWEIGHTS: No change.

CRUISERWEIGHTS: Congolese fighter Ilunga Makuba (unrated last month) arrived at No. 9 after scoring a majority decision over Dmytro Kucher, the incumbent No. 9. Kucher slipped to No. 10, bumping Rakhim Chakhkiev off the list.

LIGHT HEAVYWEIGHTS: Denis Grachev (No. 10 last month) lost by first-round knockout to super middleweight Edwin Rodriguez in a catchweight bout and was replaced by Jean Pascal.

SUPER MIDDLEWEIGHTS: Thomas Oosthuizen (No. 5 last month) struggled to a draw with Brandon Gonzales (unrated) and sank to No. 7 as a result. Rodriguez's impressive stoppage of Grachev lifted him two spots, from No. 9 to No. 7, past Sakio Bika and Oosthuizen.

MIDDLEWEIGHTS: Gennady Golovkin (No. 2 last month) unleashed a nightmare-inducing bodyshot to KO Matthew Macklin and take the No. 1 spot from Daniel Geale, who fell to No. 2. Macklin (No. 6 last month) switched places with No. 7 Martin Murray. Max Bursak took the No. 10 spot from Brian Vera (who he'd oupointed in 2010) following a dominating decision over Prince Arron (unrated).

JUNIOR MIDDLEWEIGHTS: No change.

WELTERWEIGHTS: Broner (unrated last month) entered at No. 7 as a result of his victory over Malignaggi (No. 4 at the time), who fell to No. 8.

JUNIOR WELTERWEIGHTS: No change.

LIGHTWEIGHTS: Gavin Rees (No. 6 last month) was dropped from the ratings after losing a majority decision to unrated Anthony Crolla, Rees' second consecutive loss. Everyone from No. 7 Sharif Bogere to No. 10 Daniel Estrada moved up to fill the gap, while undefeated American Terence Crawford joined the list at the bottom.

JUNIOR LIGHTWEIGHTS: No change.

FEATHERWEIGHTS: No change.

JUNIOR FEATHERWEIGHTS: No change.

BANTAMWEIGHTS: No change.

JUNIOR BANTAMWEIGHTS: Arthur Villanueva (No. 8 last month) switched places with Oleydong Sithsamerchai (No. 7) after knocking out Arturo Badillo (unrated) in four rounds.

FLYWEIGHTS: No change.

JUNIOR FLYWEIGHTS: Pedro Guevara (No. 9 last month) jumped up to No. 7 after winning nearly every round against rising strawweight Mario Rodriguez.

STRAWWEIGHTS: China's first world title holder, Xiong Zhao Zhong, entered the ratings at No. 4 after winning a majority decision against No. 1-rated Denver Cuello in Dubai. Cuello fell to No. 5, making Wanheng Menayothin the new king of the division and pushing out Merlito Sabillo (No. 10 last month). The undefeated Sabillo returned to take the No. 10 slot from Jesus Silvestre after successfully defending his WBO title against Jorle Estrada (unrated) by a ninth-round TKO. Silvestre then returned at No. 10 after Rodriguez (No. 7 last month) was removed following his loss at 108 pounds.

No. 9-rated Tony Thompson's consecutive knockouts of David Price bolstered his position as a legitimate heavyweight contender.

HEAVYWEIGHTS
WEIGHT UNLIMITED

- **C WLADIMIR KLITSCHKO** Ukraine | 60-3-0 (51 KOs)
- **1. VITALI KLITSCHKO** Ukraine | 45-2-0 (41 KOs)
- **2. ALEXANDER POVETKIN** Russia | 26-0-0 (18 KOs)
- **3. DAVID HAYE** U.K. | 26-2-0 (24 KOs)
- **4. KUBRAT PULEV** Bulgaria | 17-0-0 (9 KOs)
- **5. TOMASZ ADAMEK** Poland | 48-2-0 (29 KOs)
- **6. RUSLAN CHAGAEV** Uzbekistan | 31-2-1 (20 KOs)
- **7. ROBERT HELENIUS** Finland | 19-0-0 (11 KOs)
- **8. TYSON FURY** U.K. | 21-0-0 (15 KOs)
- **9. TONY THOMPSON** U.S. | 38-3-0 (26 KOs)
- **10. BERMANE STIVERNE** Canada | 23-1-1 (20 KOs)

CRUISERWEIGHTS
WEIGHT LIMIT: 200 LBS

- **C YOAN PABLO HERNANDEZ** Cuba | 27-1-0 (13 KOs)
- **1. MARCO HUCK** Germany | 36-2-1 (25 KOs)
- **2. KRZYSZTOF WLODARCZYK** Poland | 48-2-1 (34 KOs)
- **3. GUILLERMO JONES** Panama | 39-3-2 (31 KOs)
- **4. OLA AFOLABI** U.K. | 19-3-4 (9 KOs)
- **5. DENIS LEBEDEV** Russia | 25-2-0 (19 KOs)
- **6. MATEUSZ MASTERNAK** Poland | 30-0-0 (22 KOs)
- **7. TROY ROSS** Canada | 25-3-0 (16 KOs)
- **8. FIRAT ARSLAN** Germany | 33-6-2 (21 KOs)
- **9. ILUNGA MAKUBA** Congo | 14-1-0 (13 KOs)
- **10. DMYTRO KUCHER** Ukraine | 21-0-0 (15 KOs)

LIGHT HEAVYWEIGHTS
WEIGHT LIMIT: 175 LBS

- **C ADONIS STEVENSON** Canada | 21-1-0 (18 KOs)
- **1. BERNARD HOPKINS** U.S. | 53-6-2 (32 KOs)
- **2. NATHAN CLEVERLY** U.K. | 26-0-0 (12 KOs)
- **3. SERGEI KOVALEV** Russia | 21-0-1 (19 KOs)
- **4. TAVORIS CLOUD** U.S. | 24-1-0 (19 KOs)
- **5. CHAD DAWSON** U.S. | 31-3-0 (17 KOs)
- **6. KARO MURAT** Germany | 25-1-1 (15 KOs)
- **7. TONY BELLEW** U.K. | 20-1-1 (12 KOs)
- **8. ISAAC CHILEMBA** Malawi | 20-2-2 (9 KOs)
- **9. JUERGEN BRAEHMER** Germany | 40-2-0 (31 KOs)
- **10. JEAN PASCAL** Canada | 27-2-1 (16 KOs)

SUPER MIDDLEWEIGHTS
WEIGHT LIMIT: 168 LBS

- **C ANDRE WARD** U.S. | 26-0-0 (14 KOs)
- **1. CARL FROCH** U.K. | 31-2-0 (22 KOs)
- **2. MIKKEL KESSLER** Denmark | 46-3-0 (35 KOs)
- **3. LUCIAN BUTE** Romania | 31-1-0 (24 KOs)
- **4. ROBERT STIEGLITZ** Russia | 45-3-0 (26 KOs)
- **5. ARTHUR ABRAHAM** Armenia | 36-4-0 (28 KOs)
- **6. GEORGE GROVES** U.K. | 19-0-0 (15 KOs)
- **7. EDWIN RODRIGUEZ** Dominican Rep. | 24-0-0 (16 KOs)
- **8. THOMAS OOSTHUIZEN** South Africa | 21-0-2 (13 KOs)
- **9. SAKIO BIKA** Cameroon | 32-5-2 (21 KOs)
- **10. JAMES DEGALE** U.K. | 16-1-0 (11 KOs)

Scott Heavey/Getty Images

THE RING RATINGS

MIDDLEWEIGHTS
WEIGHT LIMIT: 160 LBS

C	**SERGIO MARTINEZ**	Argentina | 51-2-2 (28 KOs)
1.	**GENNADY GOLOVKIN**	Kazakhstan | 27-0-0 (24 KOs)
2.	**DANIEL GEALE**	Australia | 29-1-0 (15 KOs)
3.	**FELIX STURM**	Germany | 38-3-2 (17 KOs)
4.	**PETER QUILLIN**	U.S. | 29-0-0 (21 KOs)
5.	**JULIO CESAR CHAVEZ JR.**	Mexico | 46-1-1 (32 KOs)
6.	**MARTIN MURRAY**	U.K. | 25-1-1 (11 KOs)
7.	**MATTHEW MACKLIN**	U.K. | 29-5-0 (20 KOs)
8.	**HASSAN N'DAM**	France | 27-1-0 (17 KOs)
9.	**DARREN BARKER**	U.K. | 25-1-0 (16 KOs)
10.	**MAX BURSAK**	Ukraine | 27-1-1 (12 KOs)

JR. MIDDLEWEIGHTS
WEIGHT LIMIT: 154 LBS

C	**SAUL ALVAREZ**	Mexico | 42-0-1 (30 KOs)
1.	**FLOYD MAYWEATHER JR.**	U.S. | 44-0-0 (26 KOs)
2.	**AUSTIN TROUT**	U.S. | 26-1-0 (14 KOs)
3.	**ERISLANDY LARA**	Cuba | 18-1-2 (12 KOs)
4.	**MIGUEL COTTO**	Puerto Rico | 37-4-0 (30 KOs)
5.	**VANES MARTIROSYAN**	U.S. | 33-0-1 (21 KOs)
6.	**CARLOS MOLINA**	Mexico | 21-5-2 (6 KOs)
7.	**ZAURBEK BAYSANGUROV**	Russia | 28-1-0 (20 KOs)
8.	**ISHE SMITH**	U.S. | 25-5-0 (11 KOs)
9.	**DEMETRIUS ANDRADE**	U.S. | 19-0-0 (13 KOs)
10.	**WILLIE NELSON**	U.S. | 21-1-1 (12 KOs)

WELTERWEIGHTS
WEIGHT LIMIT: 147 LBS

C	**FLOYD MAYWEATHER JR.**	U.S. | 44-0-0 (26 KOs)
1.	**JUAN MANUEL MARQUEZ**	Mexico | 55-6-1 (40 KOs)
2.	**MANNY PACQUIAO**	Philippines | 54-5-2 (38 KOs)
3.	**KELL BROOK**	U.K. | 30-0-0 (20 KOs)
4.	**TIMOTHY BRADLEY**	U.S. | 30-0-0 (12 KOs)
5.	**DEVON ALEXANDER**	U.S. | 25-1-0 (14 KOs)
6.	**ROBERT GUERRERO**	U.S. | 31-2-1 (18 KOs)
7.	**ADRIEN BRONER**	U.S. | 27-0-0 (22 KOs)
8.	**PAULIE MALIGNAGGI**	U.S. | 32-5-0 (7 KOs)
9.	**KEITH THURMAN**	U.S. | 20-0-0 (18 KOs)
10.	**MARCOS MAIDANA**	Argentina | 34-3-0 (31 KOs)

JR. WELTERWEIGHTS
WEIGHT LIMIT: 140 LBS

C	**DANNY GARCIA**	U.S. | 26-0-0 (16 KOs)
1.	**LUCAS MATTHYSSE**	Argentina | 34-2-0 (32 KOs)
2.	**AMIR KHAN**	U.K. | 28-3-0 (19 KOs)
3.	**MIKE ALVARADO**	U.S. | 34-1-0 (23 KOs)
4.	**LAMONT PETERSON**	U.S. | 31-2-1 (16 KOs)
5.	**ZAB JUDAH**	U.S. | 42-8-0 (29 KOs)
6.	**BRANDON RIOS**	U.S. | 31-1-1 (23 KOs)
7.	**KHABIB ALLAKHVERDIEV**	Russia | 19-0-0 (9 KOs)
8.	**DENIS SHAFIKOV**	Russia | 32-0-1 (17 KOs)
9.	**RUSLAN PROVODNIKOV**	Russia | 22-2-0 (15 KOs)
10.	**DIERRY JEAN**	Canada | 25-0-0 (17 KOs)

LIGHTWEIGHTS
WEIGHT LIMIT: 135 LBS

C	**VACANT**	
1.	**ADRIEN BRONER**	U.S. | 27-0-0 (22 KOs)
2.	**MIGUEL VAZQUEZ**	Mexico | 33-3-0 (13 KOs)
3.	**RICKY BURNS**	U.K. | 36-2-0 (11 KOs)
4.	**RICHAR ABRIL**	Cuba | 18-3-1 (8 KOs)
5.	**ANTONIO DEMARCO**	Mexico | 28-3-1 (21 KOs)
6.	**SHARIF BOGERE**	Uganda | 23-1-0 (15 KOs)
7.	**KEVIN MITCHELL**	U.K. | 34-2-0 (24 KOs)
8.	**RAYMUNDO BELTRAN**	Mexico | 28-6-0 (17 KOs)
9.	**DANIEL ESTRADA**	Mexico | 31-2-1 (23 KOs)
10.	**TERENCE CRAWFORD**	U.S. | 21-0-0 (16 KOs)

JR. LIGHTWEIGHTS
WEIGHT LIMIT: 130 LBS

C	**VACANT**	
1.	**TAKASHI UCHIYAMA**	Japan | 20-0-1 (17 KOs)
2.	**ARGENIS MENDEZ**	Dominican Rep. | 21-2-0 (11 KOs)
3.	**ROMAN MARTINEZ**	Puerto Rico | 27-1-2 (16 KOs)
4.	**JUAN CARLOS BURGOS**	Mexico | 30-1-1 (20 KOs)
5.	**DIEGO MAGDALENO**	U.S. | 23-1-0 (9 KOs)
6.	**JUAN CARLOS SALGADO**	Mexico | 26-2-1 (16 KOs)
7.	**TAKASHI MIURA**	Japan | 25-2-2 (19 KOs)
8.	**TAKAHIRO AO**	Japan | 24-3-1 (11 KOs)
9.	**WILL TOMLINSON**	Australia | 21-0-1 (12 KOs)
10.	**SERGIO THOMPSON**	Mexico | 27-2-0 (25 KOs)

FEATHERWEIGHTS
WEIGHT LIMIT: 126 LBS

C	**MIKEY GARCIA**	U.S. | 32-0-0 (27 KOs)
1.	**CHRIS JOHN**	Indonesia | 48-0-3 (22 KOs)
2.	**ABNER MARES**	Mexico | 26-0-1 (14 KOs)
3.	**ORLANDO SALIDO**	Mexico | 39-12-2 (27 KOs)
4.	**JHONNY GONZALEZ**	Mexico | 54-8-0 (46 KOs)
5.	**DANIEL PONCE DE LEON**	Mexico | 44-5-0 (35 KOs)
6.	**EVGENY GRADOVICH**	Russia | 16-0-0 (8 KOs)
7.	**BILLY DIB**	Australia | 36-2-0 (21 KOs)
8.	**NICHOLAS WALTERS**	Jamaica | 22-0-0 (18 KOs)
9.	**JAVIER FORTUNA**	Dominican Rep. | 22-0-0 (16 KOs)
10.	**RONNY RIOS**	U.S. | 21-0-0 (10 KOs)

JR. FEATHERWEIGHTS
WEIGHT LIMIT: 122 LBS

C	**GUILLERMO RIGONDEAUX**	Cuba | 12-0-0 (8 KOs)
1.	**NONITO DONAIRE**	Philippines | 31-2-0 (20 KOs)
2.	**JEFFREY MATHEBULA**	South Africa | 27-4-2 (14 KOs)
3.	**CARL FRAMPTON**	U.K. | 16-0-0 (11 KOs)
4.	**SCOTT QUIGG**	U.K. | 26-0-1 (19 KOs)
5.	**VIC DARCHINYAN**	Armenia | 39-5-1 (28 KOs)
6.	**TOMOKI KAMEDA**	Japan | 27-0-0 (18 KOs)
7.	**VICTOR TERRAZAS**	Mexico | 37-2-1 (21 KOs)
8.	**JONATHAN ROMERO**	Colombia | 23-0-0 (12 KOs)
9.	**LEO SANTA CRUZ**	U.S. | 24-0-1 (14 KOs)
10.	**FERNANDO MONTIEL**	Mexico | 50-4-2 (38 KOs)

HOW OUR RATINGS ARE COMPILED

Championship vacancies can be filled in the following two ways: 1. THE RING's Nos. 1 and 2 contenders fight one another; 2. If the Nos. 1 and 2 contenders chose not to fight one another and either of them fights No. 3, No. 4 or No. 5, the winner may be awarded THE RING belt if the Editorial Board deems the contenders worthy.

A champion can lose his belt in six situations: 1. The Champion loses a fight in the weight class in which he is champion; 2. The Champion moves to another weight class; 3. The Champion does not schedule a fight in any weight class for 18 months; 4. The Champion does not schedule a fight at his championship weight for 18 months (even if he fights at another weight); 5. The Champion does not schedule a fight with a Top-5 contender from any weight class for two years; 6. The Champion retires.

THE RING Ratings Chairman Chuck Giampa considers input from the Ratings Panel of boxing journalists from around the world but has final say on all changes. That applies to both the pound-for-pound and divisional ratings.

Records provided by boxrec.com

BANTAMWEIGHTS
WEIGHT LIMIT: 118 LBS

C **VACANT**

1. **ANSELMO MORENO**
   Panama | 33-2-1 (12 KOs)
2. **SHINSUKE YAMANAKA**
   Japan | 18-0-2 (13 KOs)
3. **KOKI KAMEDA**
   Japan | 30-1-0 (17 KOs)
4. **MALCOLM TUNACAO**
   Philippines | 32-3-3 (20 KOs)
5. **HUGO RUIZ**
   Mexico | 32-2-0 (29 KOs)
6. **PAULUS AMBUNDA**
   Namibia | 20-0-0 (10 KOs)
7. **JOSEPH AGBEKO**
   Ghana | 29-4-0 (22 KOs)
8. **JAMIE MCDONNELL**
   U.K. | 21-2-1 (9 KOs)
9. **JULIO CEJA**
   Mexico | 24-1-0 (22 KOs)
10. **RYOSUKE IWASA**
    Japan | 15-1-0 (9 KOs)

JR. BANTAMWEIGHTS
WEIGHT LIMIT: 115 LBS

C **VACANT**

1. **OMAR NARVAEZ**
   Argentina | 39-1-2 (20 KOs)
2. **JUAN CARLOS SANCHEZ JR.**
   Mexico | 16-1-1 (8 KOs)
3. **CARLOS CUADRAS**
   Mexico | 28-0-0 (23 KOs)
4. **SRISAKET SOR RUNGVISAI**
   Thailand | 20-3-1 (19 KOs)
5. **TEPPARITH SINGWANCHA**
   Thailand | 23-3-0 (13 KOs)
6. **RYO AKAHO**
   Japan | 20-1-2 (13 KOs)
7. **ARTHUR VILLANUEVA**
   Philippines | 23-0-0 (13 KOs)
8. **OLEYDONG SITHSAMERCHAI**
   Thailand | 48-1-1 (17 KOs)
9. **FELIPE ORUCUTA**
   Mexico | 27-2-0 (23 KOs)
10. **LIBORIO SOLIS**
    Venezuela | 15-3-1 (7 KOs)

FLYWEIGHTS
WEIGHT LIMIT: 112 LBS

C **AKIRA YAEGASHI**
Japan | 17-3-0 (9 KOs)

1. **JUAN ESTRADA**
   Mexico | 24-2-0 (18 KOs)
2. **BRIAN VILORIA**
   U.S. | 32-4-0 (19 KOs)
3. **HERNAN MARQUEZ**
   Mexico | 36-3-0 (26 KOs)
4. **MORUTI MTHALANE**
   S. Africa | 29-2-0 (20 KOs)
5. **EDGAR SOSA**
   Mexico | 49-7-0 (29 KOs)
6. **TOSHIYUKI IGARASHI**
   Japan | 17-2-1 (10 KOs)
7. **MILAN MELINDO**
   Philippines | 29-0-0 (12 KOs)
8. **JUAN CARLOS REVECO**
   Argentina | 31-1-0 (17 KOs)
9. **ROCKY FUENTES**
   Philippines | 35-6-2 (20 KOs)
10. **LUIS CONCEPCION**
    Panama | 28-3-0 (21 KOs)

JR. FLYWEIGHTS
WEIGHT LIMIT: 108 LBS

C **VACANT**

1. **ROMAN GONZALEZ**
   Nicaragua | 35-0-0 (29 KOs)
2. **DONNIE NIETES**
   Philippines | 31-1-4 (17 KOs)
3. **MOISES FUENTES**
   Mexico | 17-1-1 (8 KOs)
4. **KAZUTO IOKA**
   Japan | 12-0-0 (8 KOs)
5. **ADRIAN HERNANDEZ**
   Mexico | 27-2-1 (16 KOs)
6. **JOHNRIEL CASIMERO**
   Philippines | 18-2-0 (10 KOs)
7. **PEDRO GUEVARA**
   Mexico | 20-1-1 (13 KOs)
8. **RYOICHI TAGUCHI**
   Japan | 18-1-1 (8 KOs)
9. **FELIX ALVARADO**
   Nicaragua | 17-0-0 (14 KOs)
10. **ALBERTO ROSSEL**
    Peru | 30-8-0 (13 KOs)

STRAWWEIGHTS
WEIGHT LIMIT: 105 LBS

C **VACANT**

1. **WANHENG MENAYOTHIN**
   Thailand | 28-0-0 (9 KOs)
2. **HEKKIE BUDLER**
   South Africa | 23-1-0 (6 KOs)
3. **NKOSINATHI JOYI**
   South Africa | 23-2-0 (16 KOs)
4. **XIONG ZHAO ZHONG**
   China | 21-4-1 (11 KOs)
5. **DENVER CUELLO**
   Philippines | 33-5-6 (21 KOs)
6. **KATSUNARI TAKAYAMA**
   Japan | 25-6-0 (10 KOs)
7. **RYO MIYAZAKI**
   Japan | 19-0-3 (11 KOs)
8. **CARLOS BUITRAGO**
   Nicaragua | 27-0-0 (16 KOs)
9. **MERLITO SABILLO**
   Philippines | 23-0-0 (12 KOs)
10. **JESUS SILVESTRE**
    Mexico | 27-3-0 (20 KOs)

POUND FOR POUND

1. **FLOYD MAYWEATHER JR.**
   U.S. | 44-0-0 (26 KOs) | WELTERWEIGHT/ JR. MIDDLEWEIGHT
2. **ANDRE WARD**
   U.S. | 26-0-0 (14 KOs) | SUPER MIDDLEWEIGHT
3. **JUAN MANUEL MARQUEZ**
   Mexico | 55-6-1 (40 KOs) | WELTERWEIGHT
4. **WLADIMIR KLITSCHKO**
   Ukraine | 60-3-0 (51 KOs) | HEAVYWEIGHT
5. **ABNER MARES**
   Mexico | 26-0-1 (14 KOs) | FEATHERWEIGHT
6. **SERGIO MARTINEZ**
   Argentina | 51-2-2 (28 KOs) | MIDDLEWEIGHT
7. **MANNY PACQUIAO**
   Philippines | 54-5-2 (38 KOs) | WELTERWEIGHT
8. **ADRIEN BRONER**
   U.S. | 27-0-0 (22 KOs) | LIGHTWEIGHT/WELTERWEIGHT
9. **TIMOTHY BRADLEY**
   U.S. | 30-0-0 (12 KOs) | WELTERWEIGHT
10. **SAUL ALVAREZ**
    Mexico | 42-0-1 (30 KOs) | JR. MIDDLEWEIGHT

THE RING POLICY ON RATED BOXERS WHO TEST POSITIVE FOR PERFORMANCE-ENHANCING DRUGS

THE RING will remove from its ratings any rated boxer — including a champion — if such boxer at some point undergoes drug testing (Olympic-style or otherwise) and that boxer tests positive for a performance-enhancing drug.

In the event that a boxer has undergone testing in which the boxer provides two samples ("A" and "B") and the boxer's "A" and subsequent "B" samples test positive for a performance-enhancing drug or if his "A" sample tests positive and he waives his right to have the "B" sample tested then the boxer shall immediately be removed from the ratings.

A boxer whose "A" sample tested positive and is awaiting the results of his "B" sample will not be allowed to fight for a championship or rise in the ratings.

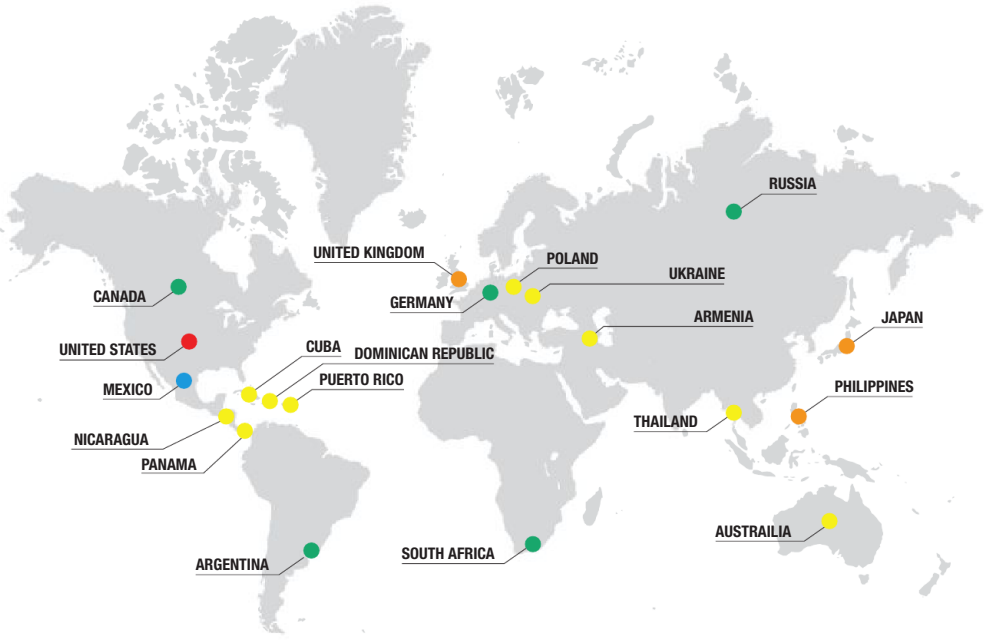
A boxer who is removed because of a positive test will have the opportunity to earn his way back into the ratings after any suspension period is completed.

A boxer who is dropped also may be reinstated if the testing agency subsequently reverses its decision or a court of competent jurisdiction finds that the test result was invalid.

RATED FIGHTERS BY COUNTRY

UNITED STATES	31 *	
MEXICO	29	↓ 1
UNITED KINGDOM	18	↓ 1
JAPAN	14	
PHILIPPINES	10	
RUSSIA	9	↓ 2
ARGENTINA	5	
CANADA	5	↑ 1
GERMANY	5	
SOUTH AFRICA	5	
CUBA	4	
THAILAND	4	
UKRAINE	4	↑ 1
AUSTRALIA	3	
DOMINICAN REPUBLIC	3	
NICARAGUA	3	
PANAMA	3	
POLAND	3	
ARMENIA	2	
PUERTO RICO	2	
BULGARIA	1	
CAMEROON	1	
CHINA	1	NEW
COLOMBIA	1	
CONGO	1	NEW
DENMARK	1	
FINLAND	1	
FRANCE	1	
GHANA	1	
INDONESIA	1	
JAMAICA	1	
KAZAKHSTAN	1	
MALAWI	1	
NAMIBIA	1	
PERU	1	
ROMANIA	1	
UGANDA	1	
UZBEKISTAN	1	
VENEZUELA	1	

** Includes two ratings for Floyd Mayweather Jr. and Adrien Broner, who are rated in more than one division. Also, the red arrow indicates the number of rated fighters a nation gained or lost over the past month.*



N. AMERICA VS. WORLD

The U.S. and Mexico have long been the dominant nations when it comes to fighters rated by THE RING. In fact, almost 45 percent of all rated fighters come from North America (including Canada, Caribbean and Central American nations). Here's how that continent compares with the rest of the world.

DIVISION	N. AMER.	WORLD
HEAVYWEIGHTS	2	9
CRUISERWEIGHTS	3	8
LIGHT HEAVYWEIGHTS	5	6
SUPER MIDDLEWEIGHTS	2	9
MIDDLEWEIGHTS	2	9
JUNIOR MIDDLEWEIGHTS	10	1
WELTERWEIGHTS	8	3
JUNIOR WELTERWEIGHTS	6	5
LIGHTWEIGHTS	7	3
JUNIOR LIGHTWEIGHTS	6	4
FEATHERWEIGHTS	8	3
JUNIOR FEATHERWEIGHTS	4	7
BANTAMWEIGHTS	3	7
JUNIOR BANTAMWEIGHTS	3	7
FLYWEIGHTS	5	6
JUNIOR FLYWEIGHTS	5	5
STRAWWEIGHTS	2	8
TOTAL	**81**	**100**

***Note:** The North American total includes two ratings each for Floyd Mayweather Jr. (junior middleweight and welterweight) and Adrien Broner (welterweight and lightweight).*

BIGGEST WINNERS

The boxers in THE RING Ratings are winners or they wouldn't be here. But who has the most victories? Here's the list.

1. WLADIMIR KLITSCHKO **60**
2. JUAN MANUEL MARQUEZ **55**
3. MANNY PACQUIAO **54**
   JHONNY GONZALEZ **54**
5. BERNARD HOPKINS **53**
6. SERGIO MARTINEZ **51**
7. FERNANDO MONTIEL **50**
8. EDGAR SOSA **49**
9. TOMASZ ADAMEK **48**
   KRZYSZTOF WLODARCZYK **48**
   CHRIS JOHN **48**
   OLEYDONG SITHSAMERCHAI **48**
13. MIKKEL KESSLER **46**
    JULIO CESAR CHAVEZ JR. **46**
15. VITALI KLITSCHKO **45**
    ROBERT STIEGLITZ **45**

Wladimir Klitschko has the most victories among all fighters rated by THE RING.

Broner: Naoki Fukuda; Klitschko: Alex Grimm/Bongarts/Getty Images

OLD SCHOOL 8

THE RING staff members' current champions in the original eight weight classes. Our guest this month is boxing writer Gordon Marino, who contributes to *The Wall Street Journal* and THE RING.

MICHAEL ROSENTHAL RING MAGAZINE EDITOR
- **HEAVYWEIGHT:** WLADIMIR KLITSCHKO
- **LIGHT HEAVYWEIGHT:** ANDRE WARD
- **MIDDLEWEIGHT:** SERGIO MARTINEZ
- **WELTERWEIGHT:** FLOYD MAYWEATHER JR.
- **LIGHTWEIGHT:** TAKASHI UCHIYAMA
- **FEATHERWEIGHT:** GUILLERMO RIGONDEAUX
- **BANTAMWEIGHT:** ANSELMO MORENO
- **FLYWEIGHT:** ROMAN GONZALEZ

DOUG FISCHER RINGTV.COM EDITOR
- **HEAVYWEIGHT:** WLADIMIR KLITSCHKO
- **LIGHT HEAVYWEIGHT:** ANDRE WARD
- **MIDDLEWEIGHT:** GENNADY GOLOVKIN
- **WELTERWEIGHT:** FLOYD MAYWEATHER JR.
- **LIGHTWEIGHT:** MIGUEL VAZQUEZ
- **FEATHERWEIGHT:** CHRIS JOHN
- **BANTAMWEIGHT:** ANSELMO MORENO
- **FLYWEIGHT:** ROMAN GONZALEZ

LEM SATTERFIELD STAFF WRITER
- **HEAVYWEIGHT:** WLADIMIR KLITSCHKO
- **LIGHT HEAVYWEIGHT:** ANDRE WARD
- **MIDDLEWEIGHT:** SERGIO MARTINEZ
- **WELTERWEIGHT:** FLOYD MAYWEATHER JR.
- **LIGHTWEIGHT:** MIGUEL VAZQUEZ
- **FEATHERWEIGHT:** ABNER MARES
- **BANTAMWEIGHT:** ANSELMO MORENO
- **FLYWEIGHT:** ROMAN GONZALEZ

GORDON MARINO THE WALL STREET JOURNAL
- **HEAVYWEIGHT:** WLADIMIR KLITSCHKO
- **LIGHT HEAVYWEIGHT:** ANDRE WARD
- **MIDDLEWEIGHT:** SERGIO MARTINEZ
- **WELTERWEIGHT:** FLOYD MAYWEATHER JR.
- **LIGHTWEIGHT:** ADRIEN BRONER
- **FEATHERWEIGHT:** GUILLERMO RIGONDEAUX
- **BANTAMWEIGHT:** ANSELMO MORENO
- **FLYWEIGHT:** ROMAN GONZALEZ

Note: *This is how the weights break down: Heavyweight includes cruiserweight, light heavyweight includes super middleweight, all divisions middleweight through flyweight include the "junior" versions, and flyweight also includes strawweight.*

FOCUS ON . . . HEAVYWEIGHTS

A breakdown of THE RING Top 10 in one division each month, plus a list of fighters on the cusp of breaking through. This month: the sport's biggest men.

- **MOST WEEKS:** WLADIMIR KLITSCHKO 325
- **FEWEST WEEKS:** BERMANE STIVERNE 13
- **OLDEST:** VITALI KLITSCHKO 41
- **YOUNGEST:** TYSON FURY 25
- **MOST FIGHTS:** W. KLITSCHKO 63
- **FEWEST FIGHTS:** KUBRAT PULEV 17
- **BEST WINNING PERCENTAGE:** FOUR TIED AT 100 PERCENT (ALEXANDER POVETKIN, ROBERT HELENIUS, FURY AND PULEV.)
- **WORST WINNING PERCENTAGE:** RUSLAN CHAGAEV (91 PERCENT)
- **MOST KOS:** W. KLITSCHKO 51
- **FEWEST KOS:** PULEV 9
- **LONGEST WINNING STREAK:** POVETKIN 26
- **ON THE POUND-FOR-POUND LIST:** W. KLITSCHKO
- **TITLEHOLDERS IN THE TOP 10:** W. KLITSCHKO (RING, IBF, WBA AND WBO), V. KLITSCHKO (WBC)
- **ON THE CUSP (IN ALPHABETICAL ORDER):** VYACHESLAV GLAZKOV (UKRAINE), BRYANT JENNINGS (U.S.), MALIK SCOTT (U.S.), ODLANIER SOLIS (CUBA) AND DEONTAY WILDER (U.S.)

Tyson Fury is the youngest heavyweight in THE RING Top 10.

Clive Rose/Getty Images

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THE MAYWEATHER TOUCH

'MONEY' IS AS ADEPT AT SELLING A FIGHT AS HE IS AT EXCHANGING PUNCHES

By **Ron Borges**

Floyd Mayweather Jr. is far more than a boxing genius. He is a marketing genius.

On Sept. 14 he will face largely untested, 23-year-old junior middleweight champion Canelo Alvarez. Despite Alvarez's gruel-thin resume, the fight sold out in less than 24 hours, is already guaranteed to produce the largest gate in the history of Las Vegas boxing and is likely to be among the highest grossing pay-per-view shows in the sport's history.

But will it be a fight?

Many people in boxing don't think so, but many who buy tickets don't seem to care. How can this be?

"(Mayweather) figured out a shtick and his shtick works," said Carl Moretti, the long-time boxing executive now working as Vice-President of Boxing Operations for Mayweather's former promoter, Top Rank. "The Money Team works. Being the guy in the black hat in the opinion of a lot of fans works. People get into that.

"Roy Jones was just as dominant and he never got this big. He didn't figure out what Mayweather did, which was that the way to sell himself wasn't to try and be a clone of Oscar (De La Hoya). He came up with this "Money" thing and look at him. You need a big name in boxing. Floyd is that."

Mayweather is such a draw that in 2012 *Forbes* magazine named him the highest-paid athlete in the world. Because he fought only once in the time period (May 1, 2012 to May 1, 2013) Forbes uses, Mayweather dropped to No. 14 on this year's list, but he will earn an estimated $40 million minimum in September, lifting his total earnings in 2013 to at least $74 million, according to the magazine's figures.

On a similar list compiled by *Sports Illustrated*, Mayweather was the highest-paid athlete in 2012 and 2013 with estimated gross earnings of nearly $90 million this year. Under their projections, despite having few if any endorsements, Mayweather's estimated income nearly doubled *SI*'s estimates for his closest competitors: LeBron James' $56 million, Drew Brees at $47.8 million, Kobe Bryant at $46.9 million and Tiger Woods'

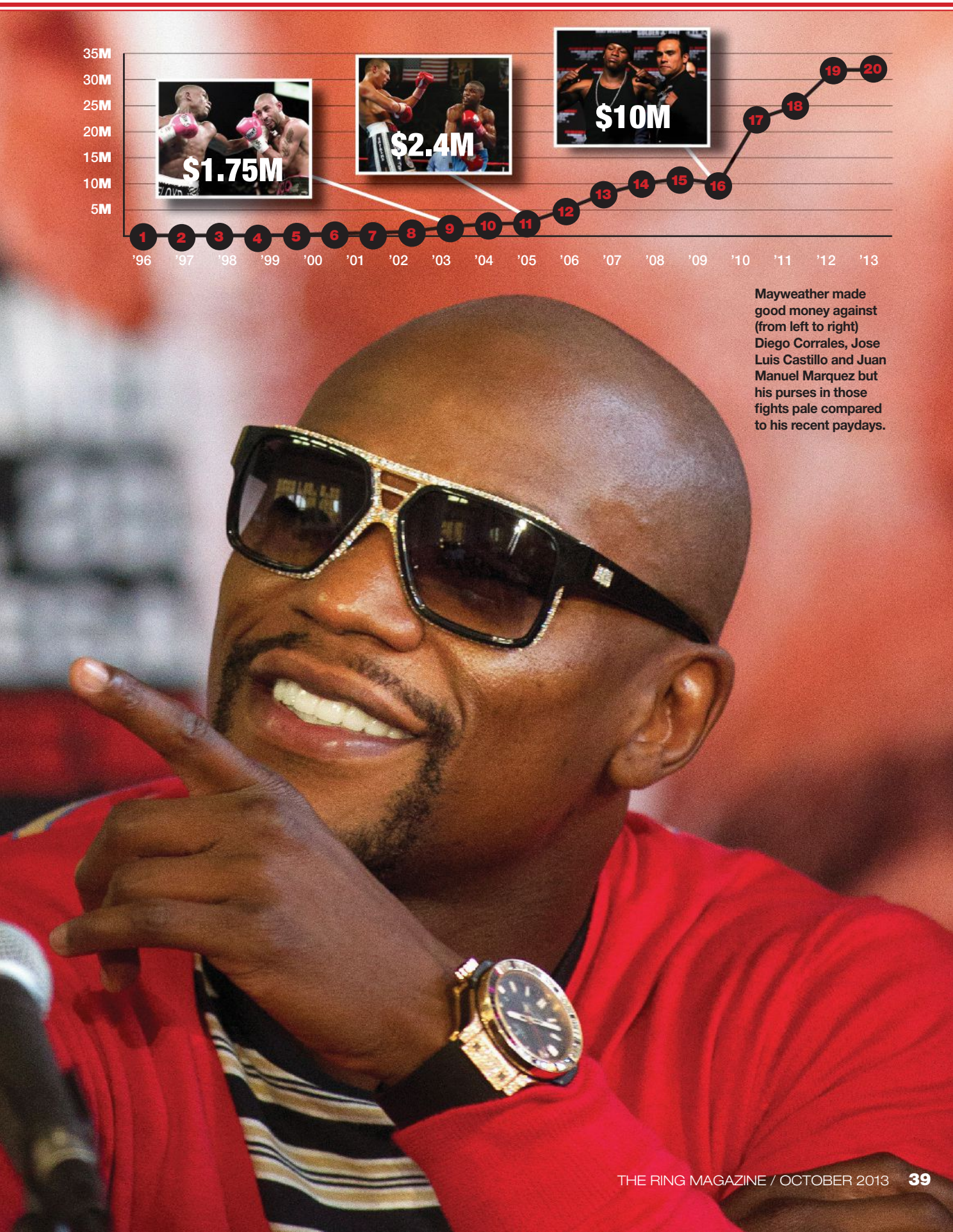
'MONEY' MACHINE

Floyd Mayweather Jr. calls Las Vegas home. And no wonder: He's made a fortune there. This graphic demonstrates the meteoric growth of his guaranteed purses for each of his 20 fights in Nevada, all of which took place in Las Vegas. It does not include his percentage of profits after the fact. (Includes opponent and year.)

1	$2,500 – Robert Apodaca, 1996
2	$7,500 – Jerry Cooper, 1997
3	$5,000 – Bobby Giepert, 1997
4	$2,000 – Tony Duran, 1997
5	$137,000 – Genaro Hernandez, 1998
6	$400,000 – Justin Juuko, 1999
7	$500,000 – Carlos Gerena, 1999
8	$750,000 – Gregorio Vargas, 2000
9	$1.75 million – Diego Corrales, 2001
10	$2.2 million – Jose Luis Castillo, 2002
11	$2.4 million – Jose Luis Castillo, 2002
12	$5 million – Zab Judah, 2006
13	$8 million – Carlos Baldomir, 2006
14	$10 million – Oscar De La Hoya, 2007
15	$11 million – Ricky Hatton, 2007
16	$10 million – Juan Manuel Marquez, 2009
17	$22.5 million – Shane Mosley, 2010
18	$25 million – Victor Ortiz, 2011
19	$32 million – Miguel Cotto, 2012
20	$32 million – Robert Guerrero, 2013
	Total: $163,654,000

Floyd Mayweather Jr. knows what to say and when to say it to attract fans to him and his fights.

Bob Levey/Getty Images; Corrales: JOHN GURZINSKI/AFP/Getty Images; Castillo: Donald Miralle/Getty Images; Marquez: Al Bello/Getty Images



Mayweather made good money against (from left to right) Diego Corrales, Jose Luis Castillo and Juan Manuel Marquez but his purses in those fights pale compared to his recent paydays.

$40.8 million.

Internationally the same is true. In *SI*'s projections for 2013, Mayweather's income blew away the international competition, nearly doubling the projected incomes of David Beckham ($48.3 million) and Roger Federer ($43.4 million). Forget about soccer superstars Cristiano Ronaldo or Lionel Messi. They couldn't carry Mayweather's money bag. Or is it money bags?

Mayweather addressed the station he now holds on the final leg of a 10-city, nine-day promotional tour with Alvarez that traversed the U.S. and Mexico to hype the fight. That tour cost its promoters and cable network Showtime more than $1 million but produced large crowds that made it worthwhile at every stop. Although the majority who turned out boisterously favored Alvarez, what did Mayweather care?

Mayweather has bolstered his image as a star by surrounding himself with other celebrities.

Long ago, the man considered the best pound-for-pound fighter in the world figured out that popularity can make you rich, but so can polarity. If you can create both, you become considerably more than rich. You become Money Mayweather, someone who cashes in whether people love him, hate him or simply think he's taken leave of his senses.

"No one can say he's bad for the sport if they know anything at all about the sport," said Lou DiBella, the former HBO Sports executive turned successful boxing promoter. "He's the biggest star in boxing. Where would the sport be without him?

"Some people don't like his style in the ring. Some people don't like his style outside the ring. What's good or bad? Star power is being able to sell. He sells. He keeps our sport in the news."

He keeps it there not simply by his dominance in the ring but also from his ego-fueled insistence that everyone know how much he makes, how much he gambles, how much jewelry, cars, private jet flights and gofers are at his disposal.

To some this is off-putting, but off-putting in a way that people will likely fork over $64.95 for the pay-per-view broadcast ($74.95 for high-definition) in record numbers in the hope Alvarez can be the first to find a way to beat him. It is marketing genius, the kind of genius Muhammad Ali had when he decided to model his ring persona after the most popular wrestler of his youth, Gorgeous George.

Mayweather went a different route, rejecting Bob Arum's plan to sell him as "Pretty Boy" Floyd because of his winning smile, innately realizing America was not yet at a stage where that would be the same kind of easy sell it was for De La Hoya.

Both were pretty boys who could fight but Mayweather is black, and instinctively understood he would have to sell himself in a different way to reach the heights he wanted.

"I think Floyd figured it out," DiBella said. "Arum is a great promoter but Floyd had a better sense than he did what would sell in his community and outside his community: bad guys with big money. I think Floyd created that image for himself knowingly."

When one adds to that mix the fact he's universally considered the best fighter on the planet, is undefeated (44-0, 26 knockouts) and has won 10 world titles in five weight classes ranging from 130 to 154, you have a fighter who collects from the haters and the sycophants, from the aficionados and the generalists.

As Mayweather puts it, "I'm not a boxer. I have transcended boxing." What that means from a businessman's point of view is he's one of the few fighters who can elevate a bad fight into a good payday, a good one into a great payday, and if he ever gets the great one, his sales will not break records, they will shatter them.

He sells not only for his fistic accomplishments but

Inset: Al Bello/Getty Images; Right: Allan Grant//Time Life Pictures/Getty Images

THE MAYWEATHER TOUCH

Muhammad Ali based his marketing style on the antics of wrestler Gorgeous George, here getting his hair done. Mayweather has also learned to push buttons to his advantage.

Mayweather has promoted himself in strange venues.

for moments like one that occurred at the final stop of that promotional tour, when he presented gifts to and heaped praise upon Richard Schaefer, the CEO of Golden Boy Promotions, while the Golden Boy himself, De La Hoya, sat at the dais.

"I've been working hand in hand with this man," Mayweather said as he stood inches from Schaefer's boss, De La Hoya. "Every time I get a chance to say thank you to this guy — I can't really speak about Oscar — but one thing I can tell you, Richard Schaefer is Golden Boy."

Schaefer was well aware of what had just happened as the crowd reacted to Mayweather's disrespectful shot at the fighter he'd once barely beaten in one of the few close fights in his career but now was openly insulting.

"I'm really blessed to be able to work for the owner of Golden Boy, Oscar De La Hoya, and to work with Floyd Mayweather ... one in a generation," Schaefer said as he tried to do damage control.

Meanwhile, Mayweather beamed. He had done what he does in the ring so well. He'd scored points on an opponent even though this opponent was promoting a fight guaranteeing Mayweather $40 million to fight someone many believe isn't ready for such a challenge.

"Floyd is hitting it at the right time with social media," Moretti said. "He knows how to make that work for him. What black athlete doesn't look up to Floyd Mayweather? He hit it like (Sugar Ray) Leonard did. He hit

Ethan Miller/Getty Images

it differently but the timing was right for both of them."

Timing is something Mayweather has long displayed not only in the ring but outside it. *Dancing With the Stars*? Get in it and then say you were robbed. WWE? Get in it and knock out some giant.

Don't just gamble. Put your winning betting slips on Twitter, Instagram and Facebook. Get into an antisocial battle on social media with the biggest rapper in America, your former friend, 50 Cent. Sell, sell, sell, and when you have nothing to sell, sell somebody else.

"It's so crazy that Canelo is *such* a big star but he's never been on pay-per-view, unless he was on my undercard," Mayweather said during the tour's L.A. stop. "But he's such a big star. He's such a big star, Oscar, you might as well call me the Golden Boy 'cause I done beat everybody in your whole crew.

"You notice Oscar's always got a game plan for my opponent, and it always comes up short. Like I said before, I believe in doing good business, honest business. And one thing you got to realize about Floyd Mayweather is I can fight.

"I'm young, I'm fly, I'm flashy, I'm rich. Damn, life is good. See ya'll Sept. 14th!"

In just a few minutes he'd found a way to make this not about him and Canelo Alvarez, the darling of Mexican fight fans. He'd made it bigger than that. He'd made it a fight about him and The Golden Boy. Floyd-Oscar II. Genius at work.

Together they did the biggest pay-per-view show in history. More than 2.5 million people bought their 2007 showdown, a split decision barely won by Mayweather. Probably reluctantly, Mayweather understands the majority of those buys were made by De La Hoya fans, not Money fans. So there he was making it not about Alvarez but about a retired Hispanic fighter bigger than Alvarez. He made this fight about Oscar De La Hoya, the greatest ticket seller of the pay-per-view era.

That is the kind of genius that has won for Mayweather inside the ring and inside ticket offices, living rooms and corporate headquarters. What could he say about Alvarez (42-0-1, 30 KOs), whose resume in his last seven fights includes wins over the wrong Hatton; lightly regarded Ryan Rhodes; former *Contender* reality series fighter Alfonso Gomez; Kermit Cintron, who is 1-3-1 in his last five fights; 40-year-old and shot Shane Mosley; a blown up 140-pounder in Lopez, who has lost three of the four times he ventured above 140; and Trout, who some believe gave Alvarez a tougher fight than the scores indicated.

How do you sell confronting such a guy as the near equivalent of the Pacquiao-Mayweather fight that never happened? By selling it as a fight against Oscar De La Hoya.

Whether instinctual or well thought out, it was a brilliant move, the latest in a string of making himself the villain. It is a business model Mayweather explained after he'd won every round from Mosley three years ago. Chatting with a small group of people at an after-party he said, "What fans really want to see is me get my ass kicked."

While showing a hint of the paranoia that sometimes emerges during his long monologues of life as Money Mayweather, there is also truth to that statement. Some do want him to fail and he caters to them with his arrogance, sometimes real, many times feigned. Some don't, and he caters to them by assuring them it is absurd to consider such a thing ever happening, an approach that pleases his fans and enrages his detractors and leads both to push the button to spend the $64.95 on pay-per-view or an outrageous $100 for closed circuit at sites around Las Vegas or, Lord, much more to be inside the MGM Grand Garden Arena on Sept. 14.

Why they do it is of little concern to Mayweather. He just wants them to keep coming to watch him bewitch, bother and bewilder young upstarts like Alvarez even if he has to insult Oscar De La Hoya to do it.

As he said at the New York press conference kicking off the promotional tour, "The Earth is my turf. One thing I always know about the sport of boxing is that my fans can't fight for me and his fans can't fight for him. You, can put me in any ring, and I will always come out victorious."

It was a sentiment expressed again later in the way Mayweather believes counts most. As he and Alvarez sat on the dais in Los Angeles, Schaefer began publicly extolling Alvarez's many virtues.

"He is the younger, stronger and better-looking fighter," Schaefer said.

Without missing a beat, Mayweather got up, walked up to the mic and said in a matter-of-fact manner, "He ain't the highest-paid one" before sitting back down.

The mostly Hispanic crowd booed and jeered. Mayweather smiled because he knows the more they boo the more checks they'll write for $64.95.

BIG BUCKS

THE AMOUNT OF MONEY MAYWEATHER-ALVAREZ FIGURES TO GENERATE IS STAGGERING

By **Norm Frauenheim**

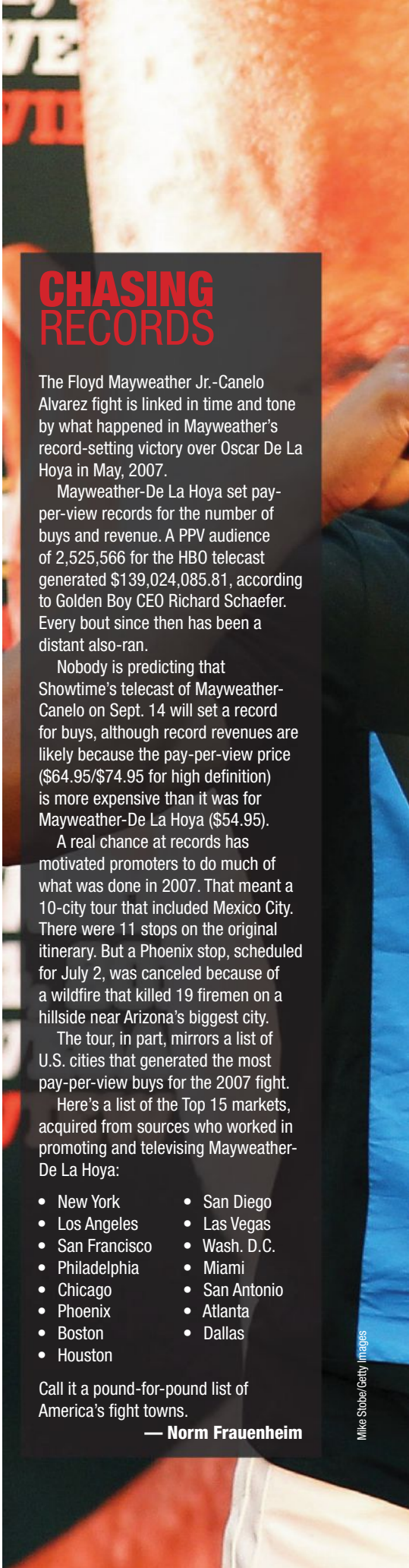
There's a singular number attached to Floyd Mayweather Jr. and Canelo Alvarez, who are temporary partners in an agreement to do what traditional business alliances avoid. They've agreed to fight. There's no contract without the conflict. Their deal defines what a hostile takeover really is. Somewhere next to the clause about a 152-pound catch weight, the fine print includes disagreement, strife and the promise of violence.

That's what Mayweather and Alvarez are selling and sales are moving at a record rate. About that, and perhaps only that, there's no debate for a Sept. 14 fight that promoters have called "The One." It's a marketing label that sums up the public appetite for a big fight so elusive for so long throughout the tease and futility of negotiations for Manny Pacquiao-Mayweather. It never happened and maybe it never will. But the appetite is still there and it has created an expectation that is a familiar part of calculations leading up to a Super Bowl or an Olympics, but rarely associated with boxing.

Add economic impact to the tale of this tape.

It's an inexact science, dismissed as voodoo economics by critics skeptical of the methodology and perceived biases. But the fact that it is even part of the talk in the build-up to Mayweather-Alvarez at Las Vegas' MGM Grand underscores the bout's magnitude. It's a big one, the biggest since Mayweather's decision over Oscar De La Hoya in May 2007, also at the MGM Grand.

Mayweather-De La Hoya sold out in three hours. For Mayweather-Alvarez, it took a little longer – 24 hours. But the result set a record, perhaps the first domino to fall. The box-office haul of $18,419,200 for Mayweather-De La Hoya is no longer the record, according to Richard Schaefer, CEO for



Mike Stobe/Getty Images

CHASING RECORDS

The Floyd Mayweather Jr.-Canelo Alvarez fight is linked in time and tone by what happened in Mayweather's record-setting victory over Oscar De La Hoya in May, 2007.

Mayweather-De La Hoya set pay-per-view records for the number of buys and revenue. A PPV audience of 2,525,566 for the HBO telecast generated $139,024,085.81, according to Golden Boy CEO Richard Schaefer. Every bout since then has been a distant also-ran.

Nobody is predicting that Showtime's telecast of Mayweather-Canelo on Sept. 14 will set a record for buys, although record revenues are likely because the pay-per-view price ($64.95/$74.95 for high definition) is more expensive than it was for Mayweather-De La Hoya ($54.95).

A real chance at records has motivated promoters to do much of what was done in 2007. That meant a 10-city tour that included Mexico City. There were 11 stops on the original itinerary. But a Phoenix stop, scheduled for July 2, was canceled because of a wildfire that killed 19 firemen on a hillside near Arizona's biggest city.

The tour, in part, mirrors a list of U.S. cities that generated the most pay-per-view buys for the 2007 fight.

Here's a list of the Top 15 markets, acquired from sources who worked in promoting and televising Mayweather-De La Hoya:

- New York
- Los Angeles
- San Francisco
- Philadelphia
- Chicago
- Phoenix
- Boston
- Houston
- San Diego
- Las Vegas
- Wash. D.C.
- Miami
- San Antonio
- Atlanta
- Dallas

Call it a pound-for-pound list of America's fight towns.

— Norm Frauenheim

The Floyd Mayweather Jr.-Canelo Alvarez fight will be one of the most lucrative in history.

The fans hold the Mayweather-Alvarez matchup in high esteem.

ALFREDO ESTRELLA/AFP/Getty Images

De La Hoya's company, Golden Boy Promotions.

After accounting for complimentary tickets, Schaefer said sales of Mayweather-Canelo tickets, priced between $2,000 and $350, will exceed $19 million.

"The live-gate record for Las Vegas has fallen," Schaefer said.

In trying to put a figure on the economic impact, it's a good place to start. But, at best, it's an estimate of where and how the money flows in Las Vegas, or in a bar offering the telecast in New York, or a cantina in Mexico City.

"It's kind of an endless chain of impact," Schaefer said. "Start in Las Vegas with valet parking and hotel rooms, bars and restaurants. It's not just Las Vegas, but across the country. And not just this country. Worldwide, the fight will be telecast to 160 countries."

An estimated 32,000 fans showed up at the Mexico City promotional tour stop to support their favorite redhead.

Showtime's pay-per-view production of Mayweather-Alvarez represents the biggest single piece of the revenue pie. It also serves as one of the event's biggest stories. During a 10-city tour promotional tour in June, there was a lot of discussion about whether Mayweather-Alvarez can break the PPV record set by Mayweather-De La Hoya. The final buy rate for the Home Box Office telecast of Mayweather-De La Hoya was 2,525,566, according to Schaefer.

"If the pay-per-view will break the record as it relates to the number of buys, I don't know," Schaefer said. "I think we have a good shot. But I just don't know."

Stephen Espinoza, executive vice president and general manager of Showtime sports, shares Schaefer's optimism but is careful about making any bold predictions. Espinoza, De La Hoya's former attorney, barnstormed in 2007 in a promotional tour before a fight that in many ways is both the model and target for what promoters hope to equal, if not exceed, on Sept. 14. In 2007, the fight matched a bilingual Mexican-American in De La Hoya against a Mayweather who was poised to exercise an undisputed claim on the pound-for-pound's mythical crown.

"One was an icon and the other was about to become one," Espinoza said. "It was unique."

Just as unique, perhaps, is the red-headed Alvarez amid signs throughout the tour this summer that his Pied Piper-like charisma in Mexico has begun to create a following in the United States, where Mexican-Americans and immigrants turned out in big numbers at nearly every stop.

"He's a fresh face in what the public sees as a very competitive fight," said Espinoza, who says he doesn't know whether the pay-per-view will break the record. "There really hasn't been a fighter like Canelo from Mexico, born in Mexico."

In terms of revenue and its potential economic impact, a record appears likely. According to Schaefer, the PPV revenue set by Mayweather-De La Hoya is $139,024,085.81.

"As to whether we break the record as it relates to dollars, I would almost bet on it," he said. "You never know, but I'm pretty confident it will be become the biggest grossing fight of all time."

A revenue record is almost built into the pay-per-view price – $64.95, or 10 dollars more than the $54.95 in 2007. For high definition, the price tag is $74.95. Seventy percent of the customer pool has the HD option. In 2007, only 20 percent did.

Further television revenue is expected from several other fronts, including the international market. The Mexican rights were purchased by Televisa for an undisclosed sum. Schaefer would only say that it was four times bigger than for any other American-produced bout purchased by Televisa, which has a contract with Canelo.

"What I can tell you with certainty is that this fight will break all the TV rating records," said journalist Mauricio Salvador of the Mexico City-based publication Esquina Boxeo. "I mean, in 2012 the highest ratings on Mexican TV

Mayweather keeps powerful boxing people (including the WBC's Jose Sulaiman) close to him.

ALFREDO ESTRELLA/AFP/Getty Images

were boxing bouts.

"In 2012, Canelo-Mosley did 26.1 rating points, meaning that 15,660,000 television sets were watching the Televisa card. This time, Televisa is going to capitalize on the Mayweather-Canelo fight in a huge scale, maybe expecting a rating at 30 points or more with 20 million televisions on. That's amazing, I think.

"By himself, Canelo is dethroning all the Mexican soap operas."

Translate those expected ratings into ads, and Televisa can probably look forward to the economic impact.

"They're worth a fortune," Schaefer said.

Overall, television revenue is expected to get a 40 percent boost from international rights sold by Araceli Villegas, whom Golden Boy hired from NASCAR a couple of years ago as its Vice President for International Television.

"Foreign TV rates will also set a new record," Schaefer said.

So, too, might the revenue streams from additional sources,

including a menu of options that accommodate different tastes and lifestyles. For the old school with memories of Ali-Liston and Foreman-Frazier, Mayweather-Alvarez will play at movie theaters. For the crowd that wants a beer, shot and burger with the fight, the telecast will be at sports bars.

In Las Vegas, the closed-circuit telecast will be available at 11 sites throughout town. Nearly two months before opening bell, about 10,000 closed-circuit tickets at $100 to $110 a ticket had been sold. Schaefer said further sites for the closed-circuit telecast could be added if the demand is there in the days before the bout. He envisions 40,000 closed-circuit customers watching the fight at Vegas' various casinos. That's a lot of food and liquor.

The impact on Nevada and Las Vegas is based on a couple of formulas. One comes from the Las Vegas Convention and Visitors Authority (LVCVA), which estimates non-gaming revenue. Gambling is not factored into the LVCVA equation, which includes nights in a hotel, food, drink, entertainment and travel around town.

Of course, Vegas without gaming is like a casino without slots. It's just not the same. For better or for worse, boxing and gambling are an inseparable couple. Big fights have always been a traditional way to boost business at the tables and sports book. When Caesars Palace was still staging the big bouts, the logistics were no coincidence. There was only one way to and from the outdoor arena on top of tennis courts behind Caesars Palace. You had to walk through the casino. Then, the numbers were mostly anecdotal, yet convincing. A lot of money was dropped at the tables.

Through the years, demographics and the crowds have changed as rapidly as the Strip. Vegas offers a variety of diversions. Gambling and boxing just happen to be two in a neon sea full of options. Still, there's evidence that big bouts bring more business to the casinos.

According to the Nevada Gaming Commission, Pacquiao's victory over Shane Mosley, in May 2011 at the MGM Grand, coincided with a 28.9 percent boost in Vegas' overall gambling revenue from May in 2010. But here's a reason to be skeptical about what's valid and what's not in data gathered to judge economic impact: There was a major baccarat tournament in Las Vegas on the same weekend as Pacquiao's unanimous decision over Mosley. Baccarat has become an increasingly popular game in Vegas casino. Was it baccarat or Pacquiao? The best guess is some of both. But again, it's a guess.

Less of a guess, perhaps, is a formula based on the tickets sold. Then, factor in three to four nights in a hotel room, per diem, entertainment and cab fare.

The paid attendance for Mayweather-De Le Hoya was about 16,700, according to the Visitors Authority. Based on that number, the 2007 fight had an estimated impact of $12,525,000.

That's less than the impact the Visitors Authority estimated from Sergio Martinez's unanimous decision over Julio Cesar Chavez Jr. at the Thomas & Mack Center last September. The paid crowd for Martinez-Chavez was about 19,186, according to the Authority, which estimated an impact of $12.9 million.

Mayweather's unanimous decision over Robert Guerrero in May was probably the last significant fight in Las Vegas. For that one, there was a paid crowd of 15,880, according to the Authority, which estimated the impact at $10.6 million.

Those are small numbers in a city ranked No. 1 nationally for conventions, trade shows and other events that generate $6.3 billion a year, according to Authority estimates. To wit: The annual National Finals Rodeo is a 10-day event worth about $50 million, not counting wagers on calf-roping and bull-riding

What those numbers don't account for, however, is the media attention that big fights generate. It's an intangible, yet there nonetheless. Some believe it's a free form of advertising that helps turn Las Vegas into a destination city.

"You can feel the emotions on the eve of a big fight," former Las Vegas mayor Oscar Goodman said. "It's almost like the days before a Super Bowl."

Big fights have become an unmistakable part of the Sin City identity, which the Convention and Visitors Authority helped create with the ad campaign that proclaims, "What happens in Vegas, stays in Vegas."

Not this time, Schaefer says.

"This time," he says, "what happens in Vegas will have to be shared by 160 countries from all over the world."

If he's right, the economic impact will be The One to remember.

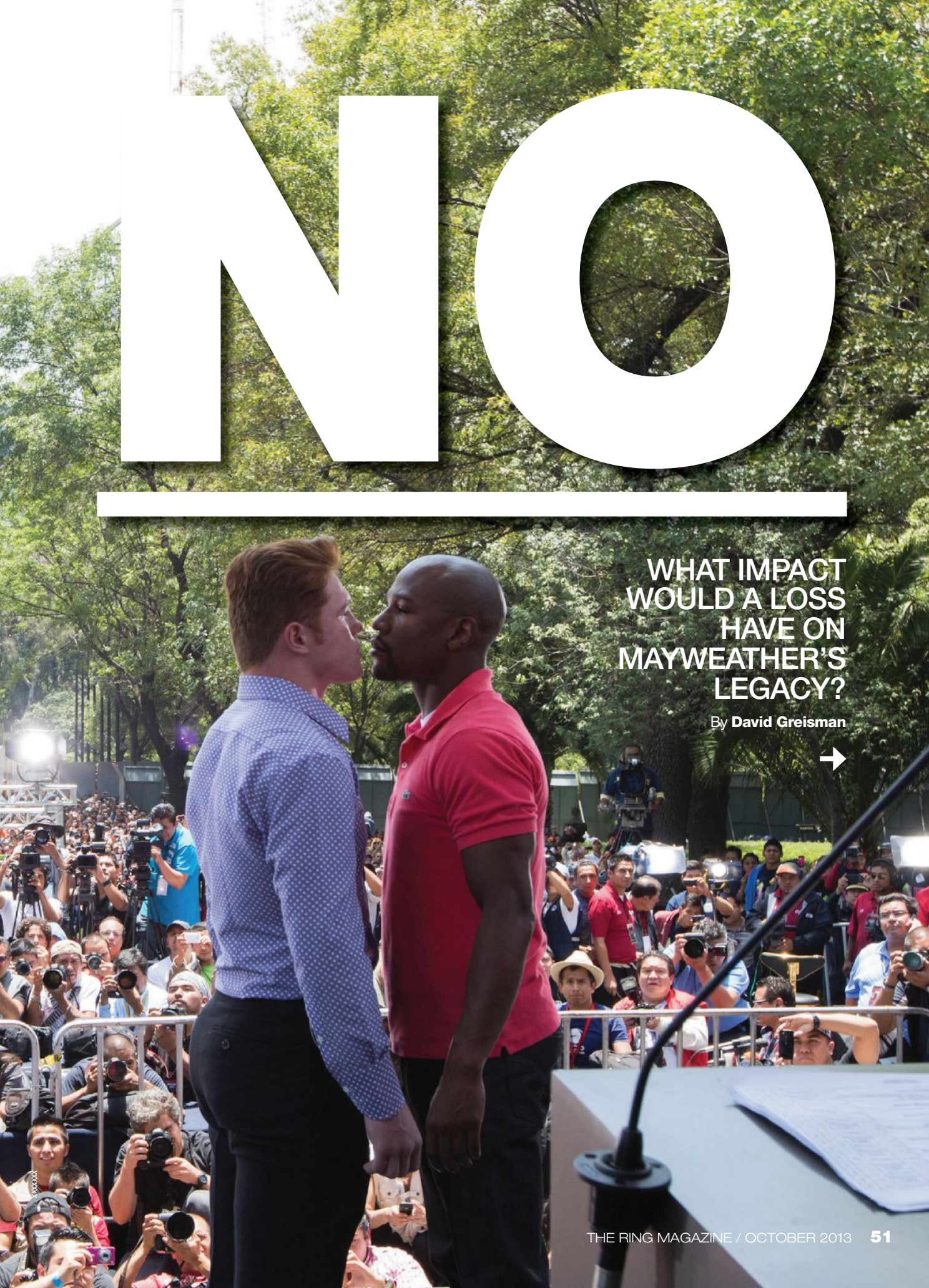
“O”

Is Floyd Mayweather Jr. staring his first loss in the face?

NO

WHAT IMPACT WOULD A LOSS HAVE ON MAYWEATHER'S LEGACY?

By **David Greisman**



"The One"

isn't just the marketing slogan for this September's fight between Canelo Alvarez and Floyd Mayweather Jr. It's also the number that, barring a draw, will be appended to the end of the losing man's record. That scenario adds to the allure of a bout pairing the most popular boxers in the United States and Mexico today.

Alvarez turned pro at 15. Now, almost eight years later, the 23-year-old is THE RING champion at 154 pounds and has a record of 42-0-1 with 30 knockouts. (The lone draw came in Alvarez's fifth fight).

Mayweather has won three RING championships, sanctioning-body belts in five divisions and lineal titles in three weight classes over his 17-year career. The 36-year-old will become a double RING champ and win a fourth lineal title should he win on Sept. 14. He is 44-0 with 26 knockouts. As he is fond of saying, and updating after each win, 44 have tried and 44 have failed. (Never mind that two of those victories came against the same opponent, Jose Luis Castillo.)

That perfection has become ingrained in Mayweather's self-made mythos. That zero, that nothing, has become his everything. It has been part of his argument for being the greatest ever, better than Muhammad Ali, better than Sugar Ray Robinson, better than anyone and everyone else.

But what if he loses?

Is it possible that Mayweather's legend and his legacy would come crashing down? If he lost "The One," would the one at the end of his record be the one thing people think of first?

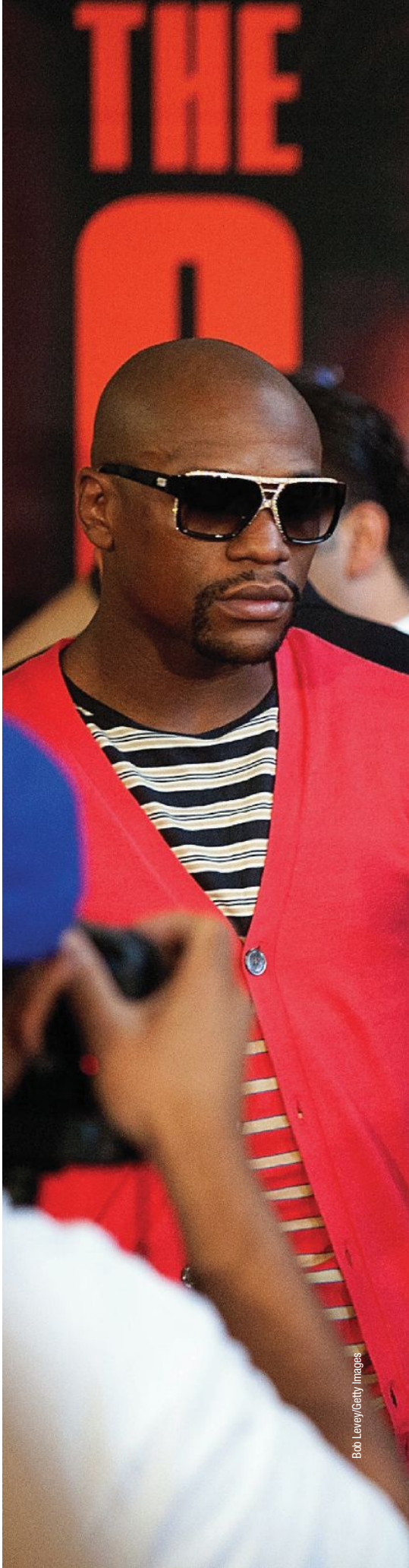
Of course not.

In Mayweather's case, it doesn't matter how often a ring announcer has told the fans in attendance that "someone's 'oh' has got to go." The storyline of a fighter preserving his undefeated record has been overdone to the point that the idea of being unbeaten has become overvalued.

However impressive it will be should Mayweather defeat Alvarez and go on to retire undefeated, at this point in his career it is not necessarily about the quantity of his losses but rather about the quality of his wins.

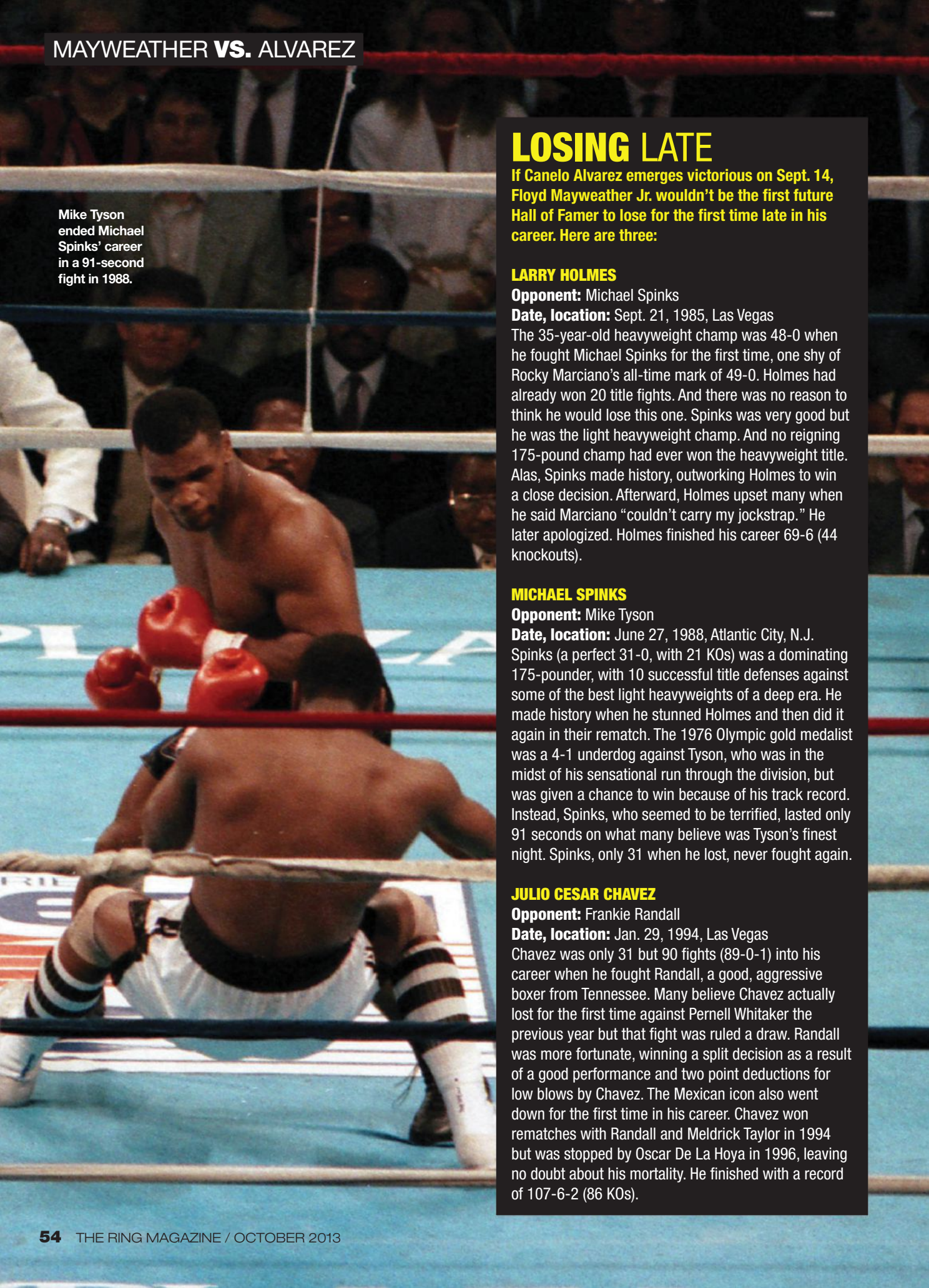
"He's one of the best of his time. That's high praise," said Larry Merchant, the longtime boxing commentator who has occasionally played the foil to Floyd. Merchant eschews all-time lists. Placing a fighter as one of the best of his respective generation is the only thing that can be done with certainty.

"In the present day, I would say that 'unbeaten' is sort of like saying some guy won eight titles.



Bob Levey/Getty Images

Some believe that Canelo Alvarez (right) has what it takes to threaten Floyd Mayweather Jr.'s perfect record.



Mike Tyson ended Michael Spinks' career in a 91-second fight in 1988.

LOSING LATE

If Canelo Alvarez emerges victorious on Sept. 14, Floyd Mayweather Jr. wouldn't be the first future Hall of Famer to lose for the first time late in his career. Here are three:

LARRY HOLMES

Opponent: Michael Spinks
Date, location: Sept. 21, 1985, Las Vegas
The 35-year-old heavyweight champ was 48-0 when he fought Michael Spinks for the first time, one shy of Rocky Marciano's all-time mark of 49-0. Holmes had already won 20 title fights. And there was no reason to think he would lose this one. Spinks was very good but he was the light heavyweight champ. And no reigning 175-pound champ had ever won the heavyweight title. Alas, Spinks made history, outworking Holmes to win a close decision. Afterward, Holmes upset many when he said Marciano "couldn't carry my jockstrap." He later apologized. Holmes finished his career 69-6 (44 knockouts).

MICHAEL SPINKS

Opponent: Mike Tyson
Date, location: June 27, 1988, Atlantic City, N.J.
Spinks (a perfect 31-0, with 21 KOs) was a dominating 175-pounder, with 10 successful title defenses against some of the best light heavyweights of a deep era. He made history when he stunned Holmes and then did it again in their rematch. The 1976 Olympic gold medalist was a 4-1 underdog against Tyson, who was in the midst of his sensational run through the division, but was given a chance to win because of his track record. Instead, Spinks, who seemed to be terrified, lasted only 91 seconds on what many believe was Tyson's finest night. Spinks, only 31 when he lost, never fought again.

JULIO CESAR CHAVEZ

Opponent: Frankie Randall
Date, location: Jan. 29, 1994, Las Vegas
Chavez was only 31 but 90 fights (89-0-1) into his career when he fought Randall, a good, aggressive boxer from Tennessee. Many believe Chavez actually lost for the first time against Pernell Whitaker the previous year but that fight was ruled a draw. Randall was more fortunate, winning a split decision as a result of a good performance and two point deductions for low blows by Chavez. The Mexican icon also went down for the first time in his career. Chavez won rematches with Randall and Meldrick Taylor in 1994 but was stopped by Oscar De La Hoya in 1996, leaving no doubt about his mortality. He finished with a record of 107-6-2 (86 KOs).

I just shrug," Merchant said. "To me, is he a good fighter? Is he better than good? And whether he lost is a function of when it happened and to whom he lost. If a fighter fights the best fighters out there, somewhere along the way you lose."

According to respected historian and writer Cliff Rold, Mayweather attained greatness when he was a young 130-pound champion. His run at junior lightweight began barely two years into his career, when he retired the late Genaro Hernandez. Mayweather went on to defend his lineal championship eight times, including a dominating technical knockout of Diego Corrales. Rold said Mayweather's reign ranks with those of Sandy Saddler, Alexis Arguello, Azumah Nelson and Brian Mitchell.

Mayweather was overly selective with his opposition between 2003 and 2005, Rold said, a period that came after his wins over Castillo at 135 and continued during his brief stay at 140. The stigma remained even after Mayweather moved up to welterweight, where he faced a better level of competition. This is due in large part to the fact he hasn't fought Manny Pacquiao, said Rold, who ranks Mayweather among the Top 50 fighters of all time.

"Canelo Alvarez can enhance Floyd some more," Rold said. "Where a loss could hurt Floyd is not because of the zero, but for people out there who want to argue him into the Top 10 fighters of all time. A bubble can be burst if you lose the wrong way. When Antonio Tarver and Glen Johnson knocked out Roy Jones Jr. in consecutive fights, people who had tried to justify arguments ranking him up there with Ray Robinson took a look back at his record and couldn't ignore the arguments that had been made. And it allowed people who thought he never belonged in that conversation to feel validated."

Being undefeated can still matter for history. Rold pointed to 105- and 108-pound titleholder Ricardo Lopez, who is in the Hall of Fame with a record of 51-0-1 (38 KOs), and to 168- and 175-pound champion Joe Calzaghe, who will likely be voted into Canastota at the end of this year with a record of 46-0 (32 KOs).

"In the present day, I would say that 'unbeaten' is sort of like saying some guy won eight titles. I just shrug. To me, is he a good fighter? Is he better than good?"

—Larry Merchant

"They fought some good guys but didn't have a deep pool of quality opponents. The 'oh' becomes part of their legacy," Rold said. "Rocky Marciano was 49-0, but he made six title defenses, and that was it. There's a lot of chaff in that wheat, but that 'oh' makes it a little more special because he retired undefeated as the unbeaten heavyweight champion of the world."

Suffering a defeat didn't hurt the legacy of Sugar Ray Robinson, whose first loss came in a rematch with Jake LaMotta; Robinson beat LaMotta four more times afterward. Nor is Sugar Ray Leonard's legacy marred by his first loss, against Roberto Duran.

Leonard went on to top Duran twice. Manny Pacquiao's loss to Erik Morales was the third of his career, and he followed it up by winning the second and third bouts of their trilogy.

Merchant believes Mayweather could still add to his legacy in defeat, should he be forced to battle back in a great fight with Alvarez.

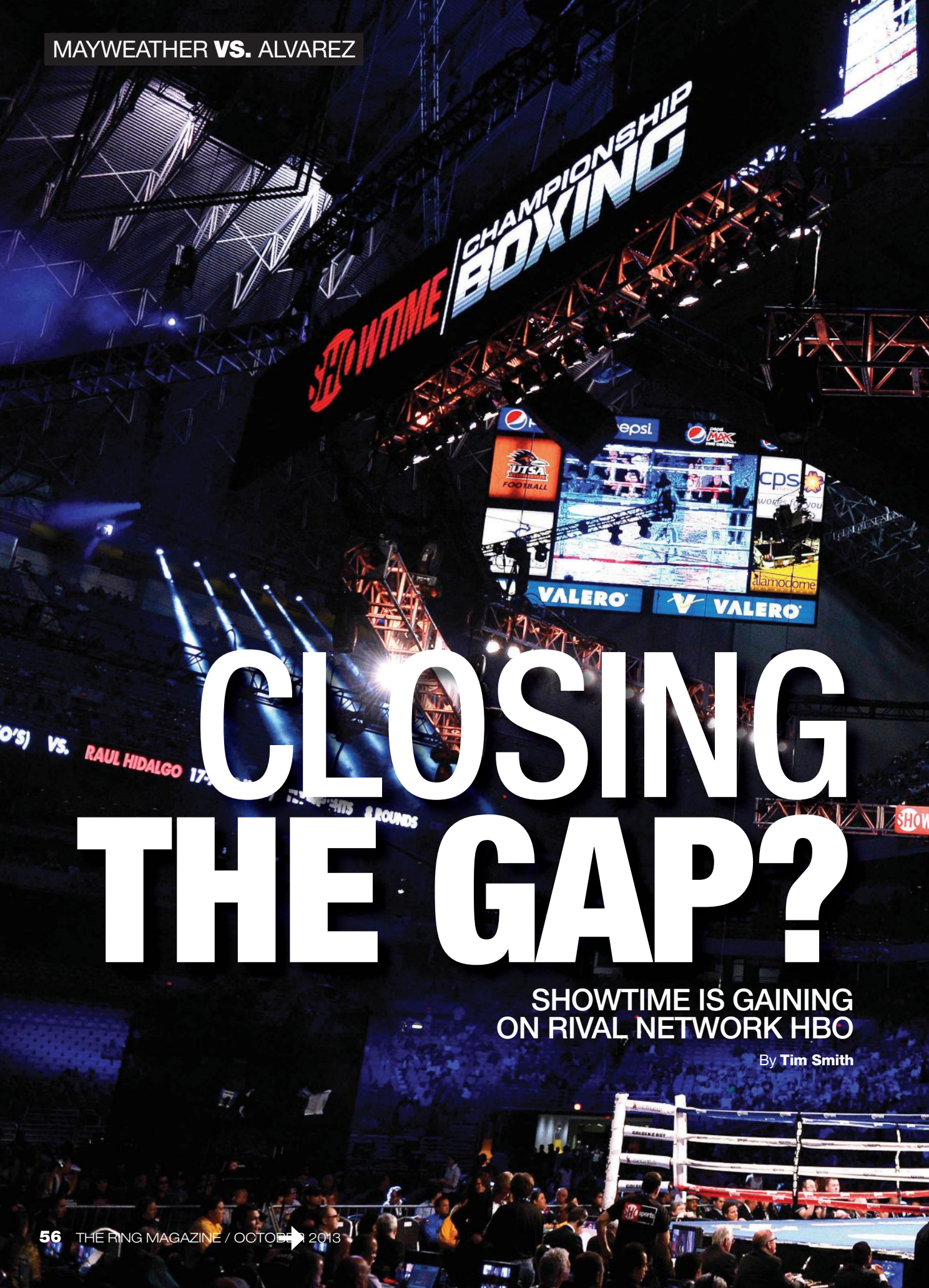
"In my view, if Mayweather lost a good or exciting fight to a top fighter like Canelo and came back and beat him twice in good fights, it would add to his reputation," Merchant said. "But for him and his fans who have made him the highest-paid athlete in history, they probably have a different view."

Then again, at least Mayweather would enjoy the lucrative pay-per-view revenue from the rematch and potential rubber match made necessary by this sudden shift in his storyline.

Mayweather and his team could also say that he went in against an opponent who was younger and too big for him. The full meaning of such a loss wouldn't be known, though, for quite some time.

"If Canelo goes on to become the next Julio Cesar Chavez [Sr.] … then we can look back on it very differently," Rold said. "But right now we're talking about a guy who has a tremendous fan base and one real quality win. Canelo may be on the verge of greatness, and we may look back on this as the passing of the torch, or he might be another guy who got built up well for Floyd. It's hard to say until we know what the end of the story is for both." RING

The Ring Magazine



CLOSING THE GAP?

SHOWTIME IS GAINING ON RIVAL NETWORK HBO

By **Tim Smith**

Big time boxing has been the province of HBO Sports for more than three decades. If you wanted to see the boxing stars of yesterday, today and tomorrow, HBO was the destination.

Executives at Showtime believe those days may be numbered.

For the last two years, Showtime has been serving notice that they're not the little brother in boxing programming anymore as their ratings and viewership numbers have steadily increased while HBO's have started to slip.

According to one interpretation of the data, HBO's audience for boxing has been in decline as many of their boxing stars, such as Danny Garcia, Amir Khan and Adrien Broner, have jumped to Showtime.

"The historical disparity in ratings has completely disappeared," said Stephen Espinoza, Showtime Executive Vice President and General Manager of Sports and Event Programming.

"I don't think there's any question that things have changed. I agree that in the past HBO has been seen as the destination for the top fights. Objectively no one can say that they're the sole destination anymore. I'd put the fights that we've done in the last year and a half against their programming slate, and all-in-all we've elevated ourselves into that top tier."

Espinoza may be overstating the obliteration of the ratings divide, but the numbers show that the gap has narrowed in the last couple of years.

He and his staff were practically giddy when the viewership numbers and ratings rolled in for the Paulie Malignaggi-Adrien Broner show on June 22. It attracted 1.3 million viewers, which was the largest audience for any boxing program on TV to that point this year.

Showtime has been slowly creeping up on HBO in terms of total subscribers in the last two years, thanks in part to some critically acclaimed programs like *Homeland*. Their programming received a whopping 32 Emmy award nominations this year.

HBO has 28 million subscribers, while Showtime trails with 23 million. Both networks utilize Nielsen ratings, but they more closely watch the viewership numbers. Nielsen ratings and viewership numbers are related. Nielsen ratings track the number of TVs tuned to a particular program, which is reflected in a ratings number (like a 3.2 rating). A ratings point represents 1 percent of the estimated 114.2 million TV households in the U.S. Viewership is the number of people actually watching a program. That is important to subscriber-based networks like HBO and Showtime.

From his data research, which he said was taken from Nielsen, Espinoza believes Showtime boxing programs have been beating HBO in viewership this year. He said HBO's *World Championship Boxing* viewership has dropped more than 24 percent since 2011 (from 1.25 million to 947,000). Figures provided by HBO, which a spokesperson also said were from Nielsen research, showed a drop, but not as sharp as Espinoza claims (1.06 million in 2011 to 943,000 in 2013, or 11 percent).

The HBO spokesman pointed out that those numbers are skewed by the fact that during the first half of 2013 two of the six *World Championship Boxing* shows were in the afternoon and that two of their biggest stars – Andre Ward and Julio Cesar Chavez Jr. – did not fight on the network. Chavez was involved in the most viewed match last year, when 1.9 million people tuned in to watch him fight Marco Antonio Rubio.

"HBO is the category leader in televising boxing in the U.S.," Ken Hershman, president of HBO Sports, said in a statement. "Any reasonable measuring standard underscores HBO's leadership position in presenting the sport. HBO boxing has the highest ratings, the largest audiences, the most provocative and engaging shoulder programming, an unrivaled array of digital assets, and the most comprehensive marketing initiatives that work together and help maintain our leadership position in the sport."

Meanwhile, Espinoza sees Showtime closing the gap. He has presided over an upswing in the ratings and viewership of Showtime's boxing programs the past two years. The four most-watched Showtime

Donald Miralle/Golden Boy

Championship Boxing programs since 2009 have aired since September of last year (Miguel Cotto-Austin Trout, Malignaggi-Broner, Canelo Alvarez-Trout and Alvarez-Josesito Lopez).

Espinoza said the average viewership over the last two years has increased more than 50 percent since 2011 and that the ratings were up more than 30 percent from 2011 to 2012.

"I think in a general sense what we're programming is resonating with the viewers," Espinoza said. "It's a proxy for the satisfaction of our subscribers. The bigger numbers tell us we're on the right track with the fights that we're making and that the marketing efforts are working."

HBO executives point to the fact that they have more subscribers, and thus have a larger audience to draw from, and that they still have the marketing muscle and programming vehicles to turn boxers into stars. They are throwing their efforts behind young stars such as Chavez and Ward, middleweight Gennady Golovkin and welterweights Timothy Bradley and Brandon Rios.

The hope is that they will become major attractions and keep Showtime at bay.

"We have an amazing blend of superstar fighters, fast-rising stars ready for the next level and a wave of new fighters that collectively provide us with an exciting roster and offer exceptional fights for our subscribers," Hershman said in the statement. "This year three of the four leading candidates for fights of the year (Carl Froch-Mikkel Kessler II, Timothy Bradley-Ruslan Provodnikov and Brandon Rios-Mike Alvarado II) have been seen on HBO."

Depending upon the way the viewership numbers are interpreted, HBO is holding its own or they are facing a serious threat from Showtime's boxing programming.

According to Nielsen Media Research (as of July), HBO's *World Championship Boxing* shows still had on average more viewers (1.1 million) than Showtime's *Championship Boxing* (801,000).

HBO attracted its best viewership of the year for the match between Mikey Garcia and Juan Manuel Lopez, two boxers who didn't have very high profiles. The fight had 1.15 million viewers at its peak. That number may have been skewed by the TV premiere of the blockbuster movie *The Dark Knight Rises*, which had 4.5 million viewers and was the lead-in to the fight.

HBO actually planted the seeds for Showtime's encroachment on their boxing programming supremacy. First they allowed the crown jewel of their pay-per-view division, Floyd Mayweather Jr., to sign a five-fight, multi-million-dollar deal with Showtime. Hershman decided to cut ties with Golden Boy Promotions after several messy contract negotiations for matches on HBO. After HBO announced that they were no longer going to conduct business with Golden Boy, the promotion company took its entire inventory to Showtime. In effect, HBO surrendered a number of meaningful matches at 140, 147 and 154 pounds.

It seems counterintuitive for HBO to make substantial investments in boxers like Mayweather, Broner, Alvarez and Amir Khan only to let them shine at Showtime

"When you make decisions based on emotion, you usually don't make good decisions because your mind is clouded," said Richard Schaefer, CEO of Golden Boy Promotions.

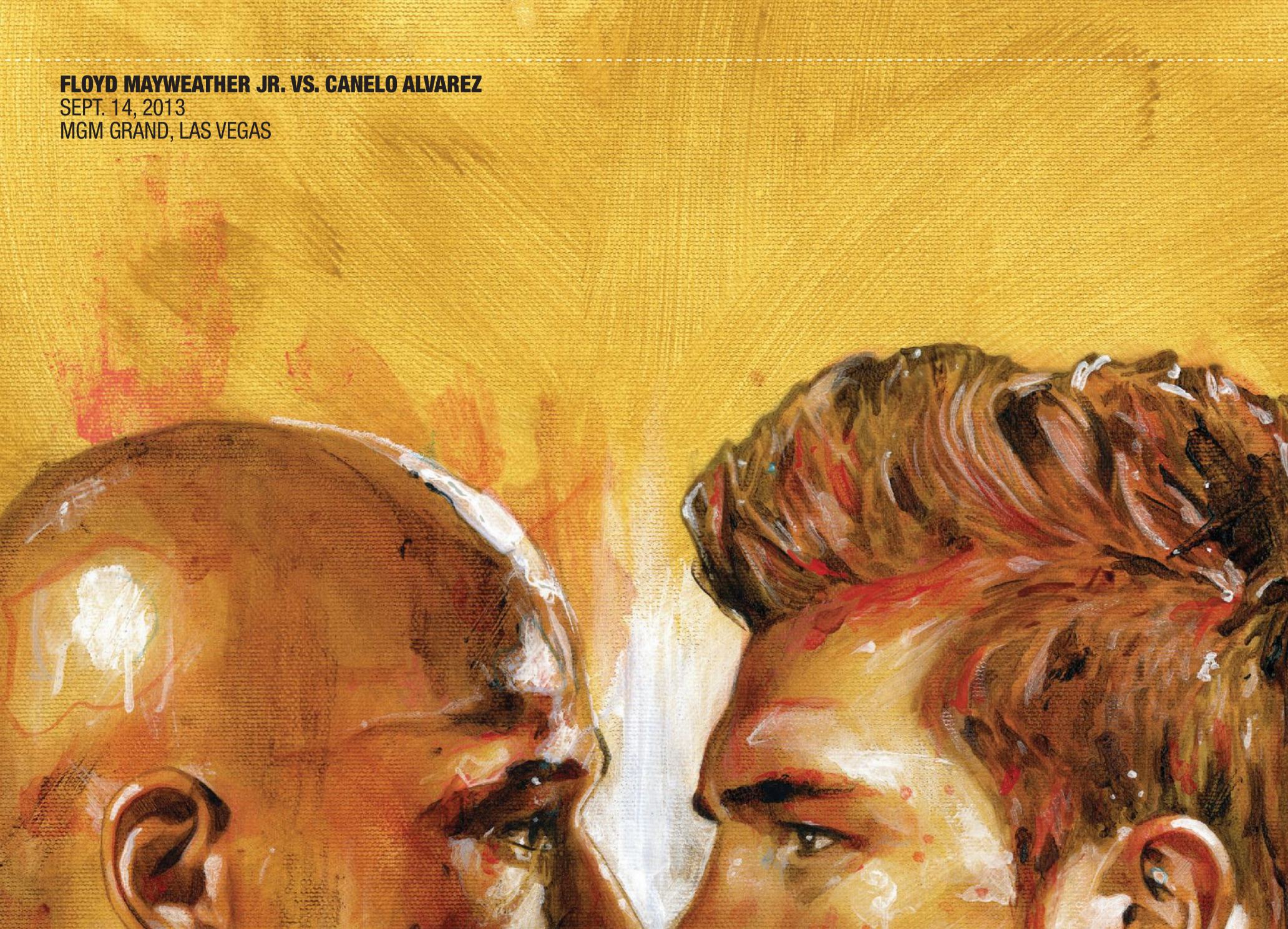
Showtime obviously has taken great strides in its boxing programming the past few years. Whether the network will be able to catch or even overtake HBO remains to be seen.

"There will always be competition," Espinoza said. "The biggest competition for us is putting on the best programming that we can." RING

Mayweather (right) is now partnered with Stephen Espinoza and Showtime.

Bob Levey/Getty Images

FLOYD MAYWEATHER JR. VS. CANELO ALVAREZ
SEPT. 14, 2013
MGM GRAND, LAS VEGAS



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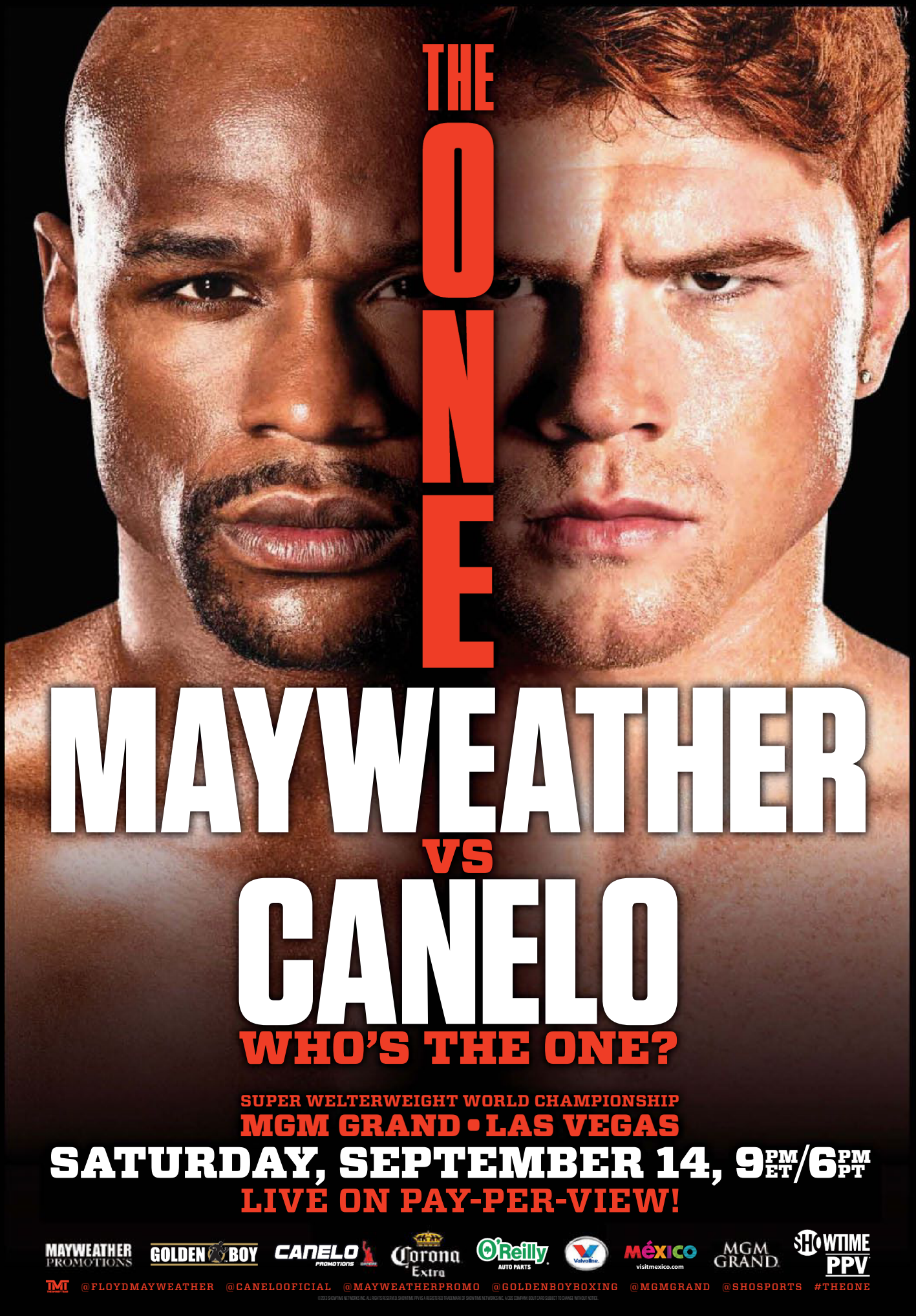
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The RING

SCORECARD

MAIN EVENT

	1	2	3	4	5	6	7	8	9	10	11	12	Total

PRELIMINARY

	1	2	3	4	5	6	7	8	9	10	11	12	Total
Blue Corner													
Red Corner													

PRELIMINARY

	1	2	3	4	5	6	7	8	9	10	11	12	Total
Blue Corner													
Red Corner													

PRELIMINARY

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Blue Corner													
Red Corner													

PRELIMINARY

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Blue Corner													
Red Corner													

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Q&A: SHOWTIME COMMENTATOR MAURO RANALLO

By **Joseph Santoliquito**

Mauro Ranallo is the new voice Showtime boxing.

Mauro Ranallo kind of snuck up on us. One day he was doing blow-by-blow commentary on MMA broadcasts and the next he was Showtime's featured voice for boxing.

Ranallo was raised on a six-acre farm in Abbotsford, British Colombia, to Italian immigrant parents. He honed his craft doing practice interviews with the farm animals, graduated to sports commentary and now is a respected broadcaster with his high-energy style and obvious passion for fighting sports.

The 43-year-old is also something else – an inspiration. Diagnosed with bipolar disorder, Ranallo has not let that deter him from realizing his dream. That includes calling the biggest fight in years, Floyd Mayweather vs. Canelo Alvarez on Sept. 14.

Ranallo recently had a chat with THE RING.

THE RING: How did you get into broadcasting?
Mauro Ranallo: My real first start came by happenstance, very much so. Al Tomko promoted *All-Star Wrestling* out of

Vancouver and was holding a show at my high school. This was 1986 and Vince McMahon was beginning his expansion. We still had Vancouver wrestling. Tomko was promoting and running all over the place. He was so busy that he asked me if I could announce the rest of the matches and I ad-libbed my way through it. Afterward, he asked me my name and the next thing I know, I'm an on-air personality. … That's where I learned my chops. I did it for three years. It was quite a journey. It sounds almost narcissistic to say, but I only filled out one application in broadcasting in my life, and that was to be a DJ. Yes, you can say I had a Forrest Gump-like rise in broadcasting. My first break spawned very many other breaks. I happened to be at the right place at the right time throughout my career.

THE RING: What are the differences between doing blow-by-blow for MMA and boxing events?
MR: The biggest difference between MMA and boxing is that they're two completely different sports. Boxing is part of MMA; MMA has so many more variables. With boxing, you're talking about rich history and there is a certain rhythm calling boxing. I always prided myself with carrying a passion and I know it's not for everyone. In boxing, my focus is on my one job and that's to do the play-by-play. In MMA, I used to do a lot of things, the blow-by-blow, the color. They are two different animals.

THE RING: How would you describe your broadcasting style?
MR: The fact of the matter is, I've received a lot of scrutiny about my style. What you see on air is what you see off the air. I have a vast vocabulary that I like to use. I can tone it down, I am learning to pick my spots better (*laughs*). I pride myself on expressing what I feel. These fighters deserve my attention and respect. They deserve everyone's attention and respect. I thought boxing broadcasting needed an injection; someone calling punches with zest and relish. If you're not a fan of the sport you're broadcasting, you should be doing something else. You would be able to tell who the phony is, because I'm not just doing it for a paycheck. I would describe my style as passionate and intense.

THE RING: What's the most difficult aspect of your job?
MR: The most difficult aspect is, I think, I still talk too much (*laughs*). I need to pick my spots out more and let the fight breathe a little bit. My duty is to let Al (Bernstein) and Paulie (Malignaggi) in. They're the experts and the analysts. The most difficult thing for me is finding that perfect rhythm. Stephen Espinoza and Dave Dinkins took a chance with me. I'm getting people in MMA that are telling me that I've made it in boxing. They can't believe that I've adjusted to this in less than a year. I wouldn't be here without Gordon Hall, David Dinkins, Brian Kenny, Al and Paulie, they've all made the transition so smooth.

THE RING: You're open about your battle with your bipolar disorder. How and when did you find out you were bipolar?
MR: I was 19 when a very close friend, Michael Janzen, died of a heart attack. That sent me into a deep depression. I was diagnosed shortly thereafter and it has been hell. Anyone who suffers through mental illness knows the hell that I have been through. There were times I was in a psychiatric ward and I never thought that I would get out. Very few people know this, but two weeks prior to my break doing the Pride Fighting Championship, in October 2003 in Tokyo, Japan, I was in the hospital. I didn't want to be labeled as mentally ill. I woke up one day and I wasn't going to let myself defeat myself. In 2003, I started taking my medication and I have taken a pill every day since then. … It is a daily battle. I'm no different from someone who has overcome drug addiction or alcoholism. I'm doing much better in taking care of myself, but I'm learning to dial down and to have a balance.

THE RING: What have been the biggest challenges with being bipolar?
MR: I never attempted suicide, but I have had suicidal thoughts. The biggest challenge is there are many days I feel like a fraud. I'll be honest. Then I think I helped myself get to this point. Everything I thought of came to fruition. What I'm doing now is what I always thought I would do as a child. … I'm glad the stigma is being mitigated with mental health. I'm very open with my battles. Yes, some of us have been given a life sentence with mental illness, but it doesn't have to be a death sentence. It's why I call myself the "Bipolar Rock 'n Roller." I was a DJ in the clubs and it just came to me. Some people might not think it's cute, but right there, that was my introduction. People knew who I was. I think the conversation needs to be held. I've been given one of the greatest jobs in the world, and I'm bipolar. People see what I do and think it's easy.

Ranallo and Hall of Fame analyst Al Bernstein make a formidable team.

Everyone who's ever watched sports would love to do what I'm doing. But there is a fear sometimes. And if you're not afraid of live TV and a live broadcast, I don't know what you'll be afraid of. It can be daunting.

THE RING: I understand that you are devoted to helping those with the disorder. Can you talk about that?
MR: My voice is my instrument and I have to take care of it and use it accordingly. It's also allows me to trumpet what I've been through. I won't hide behind being bipolar. I never have. I was a debilitatingly shy boy growing up. My personality developed when I got older, in school. My parents were old-school Italians that thought in traditional ways. You go to school, you work for everything you get. I know both of my parents are very proud of me. I know what it's like to have the stigma of carrying a mental disorder. It's why I say I am here as living proof that you can have a functional life.

THE RING: You'll be calling the biggest boxing event in years when Floyd Mayweather Jr. fights Canelo Alvarez on Sept. 14. You must be thrilled.
MR: I am. You have to be. It will be without a doubt the biggest event I ever did, and I think of how fortunate I was to call many, many great events. But I think I've earned the right to call this fight, and I say that humbly, because I worked my ass off to get to this point. In many ways, I can't believe it because sometimes too many people are afraid to grab the brass ring when it's out there to grab. Too many times personally I've been told 'no.' I know how big this fight is and I can't wait to be at ringside with my colleagues and be the verbal soundtrack. RING

To read a longer version of this interview, go to http://bit.ly/16LZyWt … or scan the QR code.

'LIGHTNING IN A BOTTLE'

The drawing power of Oscar De La Hoya (top) and Floyd Mayweather Jr. resulted in the biggest event in pay-per-view history.

Al Bello/Getty Images

THE RECORD-SETTING MAYWEATHER-DE LA HOYA PROMOTION SET A LOFTY STANDARD

By **Tim Smith**

Floyd Mayweather Jr. had not become "Money" yet. He still considered himself "Pretty Boy." Oscar De La Hoya was still boxing's "Golden Boy." When they met at the MGM Grand in Las Vegas on May 5, 2007, there was no doubt that their match would make the hearts of boxing fans sing. But the question for the promoter was whether it would make the cash registers ring.

Those involved in the promotion got a hint that they were dealing with a blockbuster when tickets to the match sold out three hours after they went on sale – four months before Mayweather and De La Hoya touched gloves in the ring.

When it was all over, and Mayweather had scored his 12-round split-decision victory to take De La Hoya's WBC 154-pound title, the bar for any future boxing bonanza had been set high – very high.

Mayweather-De La Hoya set a record for the largest live gate for a boxing event at more than $18 million, beating the record of $16,860,300 set by Evander Holyfield and Mike Tyson in a heavyweight championship fight on June 28, 1997 at the Thomas & Mack Center in Las Vegas. It also shattered the record for a boxing pay-per-view event, generating 2.5 million buys for a gross of $130 million.

Can lightning strike twice when it comes to a record-setting, blockbuster boxing event involving Mayweather? That was the question on the table leading up to Mayweather's match against Canelo Alvarez on Sept. 14.

There are enough similarities to convince those involved in the promotion that it can: Mayweather is a bankable boxing commodity, while Alvarez is a young, undefeated, charismatic star in Mexico who has matinee-idol good looks.

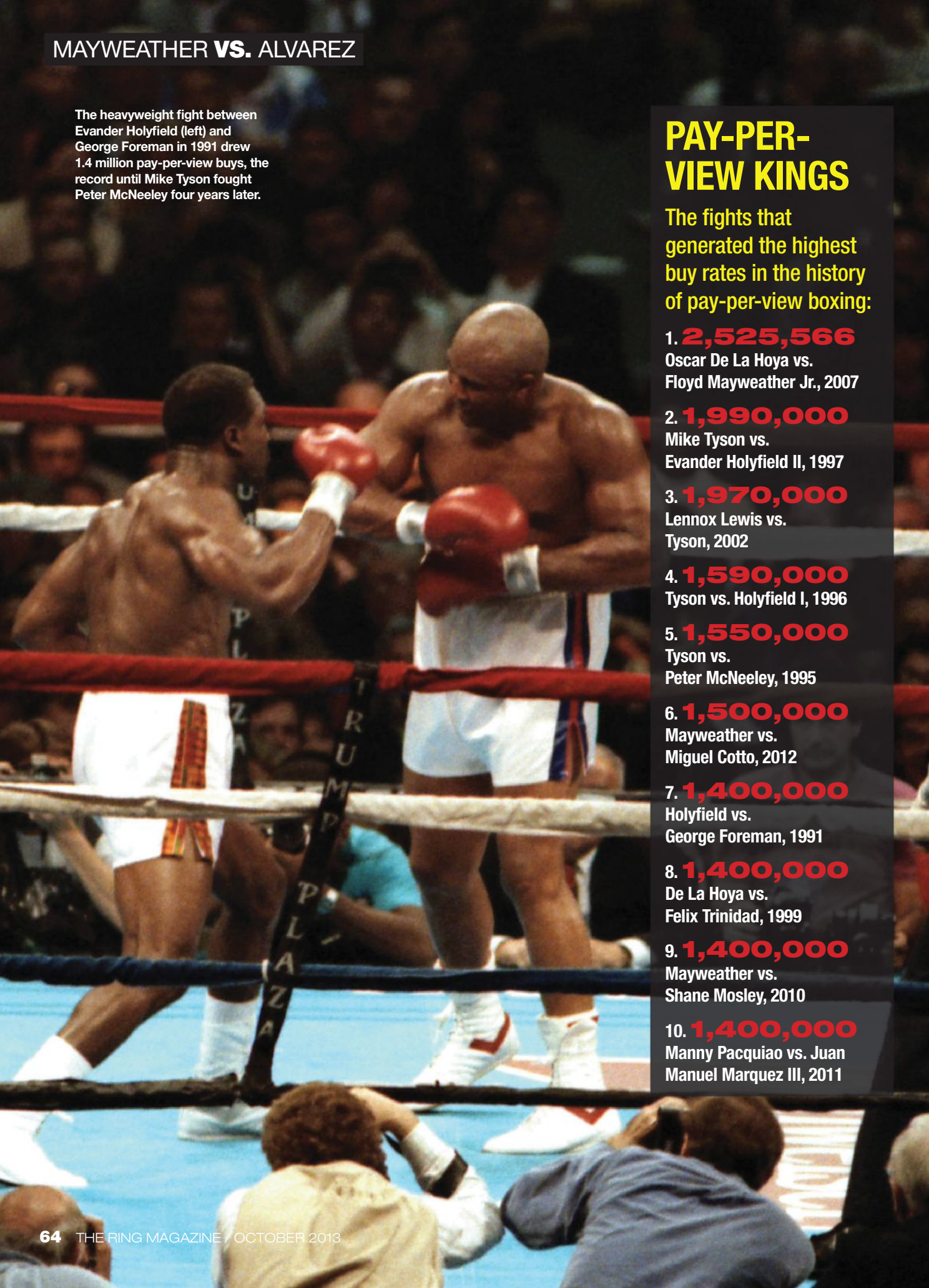
There are also enough differences to make those same people cautious when it comes to making bold predictions.

"I'm reluctant to predict that any fight will break that record," said Richard Schaefer, CEO of Golden Boy Promotions. "But records are set to be broken."

With Mayweather-De La Hoya, predictions it would be a mega match emerged early. A *Time* magazine article asked: "Will the De La Hoya-Mayweather Fight Save Boxing?" Of course it was a ridiculous question to boxing fans. But it was an indication that the mainstream media – at the highest levels of journalism – had taken an interest in the fight.

Not only did it capture the imagination of the boxing fans, but it clicked with general sports fans as well. It became the Super Bowl of boxing – the type of Monday morning, water cooler event that was must-see TV.

"Who wants to miss the Super Bowl, even if your team isn't in it?" said Kelly Swanson, a longtime boxing publicist who worked on the Mayweather-De La Hoya promotion and the Mayweather-Alvarez promotion. "It was the same way with the fight. People took sides with the fighters. The matchup drove a lot of the interest. But the marketing and the timing came at the right time in



The heavyweight fight between Evander Holyfield (left) and George Foreman in 1991 drew 1.4 million pay-per-view buys, the record until Mike Tyson fought Peter McNeeley four years later.

PAY-PER-VIEW KINGS

The fights that generated the highest buy rates in the history of pay-per-view boxing:

1. **2,525,566**
Oscar De La Hoya vs. Floyd Mayweather Jr., 2007

2. **1,990,000**
Mike Tyson vs. Evander Holyfield II, 1997

3. **1,970,000**
Lennox Lewis vs. Tyson, 2002

4. **1,590,000**
Tyson vs. Holyfield I, 1996

5. **1,550,000**
Tyson vs. Peter McNeeley, 1995

6. **1,500,000**
Mayweather vs. Miguel Cotto, 2012

7. **1,400,000**
Holyfield vs. George Foreman, 1991

8. **1,400,000**
De La Hoya vs. Felix Trinidad, 1999

9. **1,400,000**
Mayweather vs. Shane Mosley, 2010

10. **1,400,000**
Manny Pacquiao vs. Juan Manuel Marquez III, 2011

both their careers."

Indeed, the fight arrived in the midst of a perfect storm.

The heavyweight division in America was fallow. Mike Tyson and Lennox Lewis had retired. Evander Holyfield was irrelevant in the title picture. Wladimir and Vitali Klitschko were just beginning their ironclad rule of the division and had moved the defense of the titles to Europe.

De La Hoya, who was the most bankable American boxer at the time, had stepped into that vacuum created by a lack of interest in the heavyweights. Mayweather, an undefeated, 30-year-old, four-division world champion at the time, was an emerging star who lacked the exposure of De La Hoya. His celebrity had yet to catch up to his immense boxing talent.

Both De La Hoya and Mayweather were groomed as pay-per-view stars by Top Rank Promotions before chafing under the company's control and striking out on their own. The match against De La Hoya was Mayweather's second under his own promotional banner. During a 10-city tour before the fight, Mayweather decided to do things his way for a change.

"He wanted to connect with the urban community, and Floyd was extremely smart in playing his hand," Schaefer said. "By promoting himself he was allowed to let loose and show what kind of charisma and personality he has."

Mayweather dropped the moniker "Pretty Boy" and picked up "Money" during the tour, solidifying the roles of De La Hoya as the protagonist and Mayweather as the antagonist in the narrative of the fight.

"We called the promotion 'The World Awaits,'" Schaefer said. "The world was waiting for Oscar, the Golden Boy, to beat Floyd, the bad boy."

A few years before Mayweather-De La Hoya, Ross Greenburg, HBO Sports President at the time, had conceived a reality-based boxing program called *24/7* for the cable network. He approached Chris Albrecht, then HBO Chairman, about doing it before Mayweather fought Arturo Gatti in 2005.

"He said let's wait until we have a really big one," Greenburg said. "Lo and behold, along came Mayweather-De La Hoya. Chris Albrecht was absolutely right about waiting."

While De La Hoya was already a popular and personable superstar whose story had been told during his gold medal-winning performance as a member of the 1992 U.S. Olympic boxing team in Barcelona, Mayweather was a blank slate for those outside of boxing. The *24/7* series was the perfect canvas for a full Mayweather portrait.

"I was attracted to Mayweather because I knew he would light up the screen and would become a major reality star once he was exposed to the public," Greenburg said. "The people outside of boxing didn't know anything about him, his father or his uncle. It was the coming together of the height of reality TV and Mayweather. It was combustible."

With the dysfunctional Mayweather clan bursting onto the screen – Floyd, the young boxing star, Big Floyd, the estranged father, and Uncle Roger, the eccentric trainer – it was *Keeping Up with the Kardashians* meets *Here Comes Honey Boo Boo*.

With a four-episode run of *24/7* positioned after HBO series hits *The Sopranos* and *Entourage* leading up to the match, Mayweather-De La Hoya "the fight" was poised to break all previous records for a boxing event.

"It attracted an audience that hadn't come to boxing before," Greenburg said. "My kids, who were late teens and college age, were getting into the show. I believe that audience generated an extra 1.5 million buys. We caught lightning in a bottle and it exploded."

Greenburg said he sees the same star qualities in Alvarez that he saw in Mayweather before he fought De La Hoya.

"People are just beginning to notice Canelo," Greenburg said. "He attracted 40,000 to a fight at the Alamodome in San Antonio. I'm seeing more star power in him than I saw in Mayweather before he fought De La Hoya. Canelo has arrived. If we can put him on a launching pad and put him into space, then we'll be in for something special."

Schaefer said he can see scenarios where Mayweather-Alvarez can outperform Mayweather-De La Hoya as a boxing event in terms of overall gross revenue. He said it can be done even if Mayweather-Alvarez does 2 million pay-per-view buys.

Schaefer said the negotiated deal for closed circuit for the fight in restaurants and bars is 35 percent greater than it was for Mayweather-De La Hoya. The money generated for the live gate will increase by 40 percent because of the ticket-pricing scale, he said. And the cost of the pay per view for Mayweather-Alvarez is $10 more than Mayweather-De La Hoya, meaning more money can be generated even with a lower buy rate.

"The record for the live gate has already been broken," Schaefer said. "When you look at everything in an apples-to-apples comparison, it compares very well to Mayweather-De La Hoya. I predict that Mayweather-Alvarez will be the highest grossing boxing event of all time."

The Ring Magazine

Canelo Alvarez probably can thank the Irish for his most-striking feature – his red hair.

O'ALVAREZ?

CANELO'S FAMOUS RED HAIR PROBABLY HAS ITS ROOTS IN IRELAND

By **Gareth A Davies**

That shock of flame-red hair would not be amiss in Derry, Cork or Dublin. The young red head on broad shoulders belongs to Canelo Alvarez, the unbeaten 23-year-old Mexican boxer who looks – and fights – like a Celt. In other words, he's not afraid to take one to give one. The Celtic origins, by the way, are not beyond the pale. Nor were they, of course, with "The Greatest," Muhammad Ali, who also had Irish forebears.

Bear with me on this…

Alvarez steps into the spotlight on Sept. 14. Defeat Floyd Mayweather Jr. and his course is set fair toward boxing immortality.

One might say Alvarez's fighting style is the antithesis of Mayweather's, owner of the classic hit-and-not-be-hit approach espoused by many of the great black boxers of the old-school U.S. gyms from Philly to Chicago, Detroit to Oakland. Alvarez will be tested to the fullest, as his pressure fighting style suits Mayweather.

Alvarez was considered a huge prospect by Golden Boy Promotions as long ago as 2009, when he was still a rising teenager. And the following in his country that grew rapidly over that period suggests that with important victories, he could become a folkloric figure to rival the likes of Mexican greats Julio Cesar Chavez, Salvador Sanchez and Ruben Olivares, as well as modern icons Juan Manuel Marquez, Erik Morales and Marco Antonio Barrera.

In boxing, like all sports, ability alone, or even success, does not make an individual a star. The people decide. And for Alvarez, there is a resounding Mexican super-wave of interest. There is an X-factor about him. And his coloring is part of that.

There is also major interest in the young fighter on European shores, where his fighting style, not to mention his freckles, pale skin and ginger hair, draws intrigue.

He is known as "Canelo" – or cinnamon – for his red hair. He has the looks of a kid from deepest Ireland.

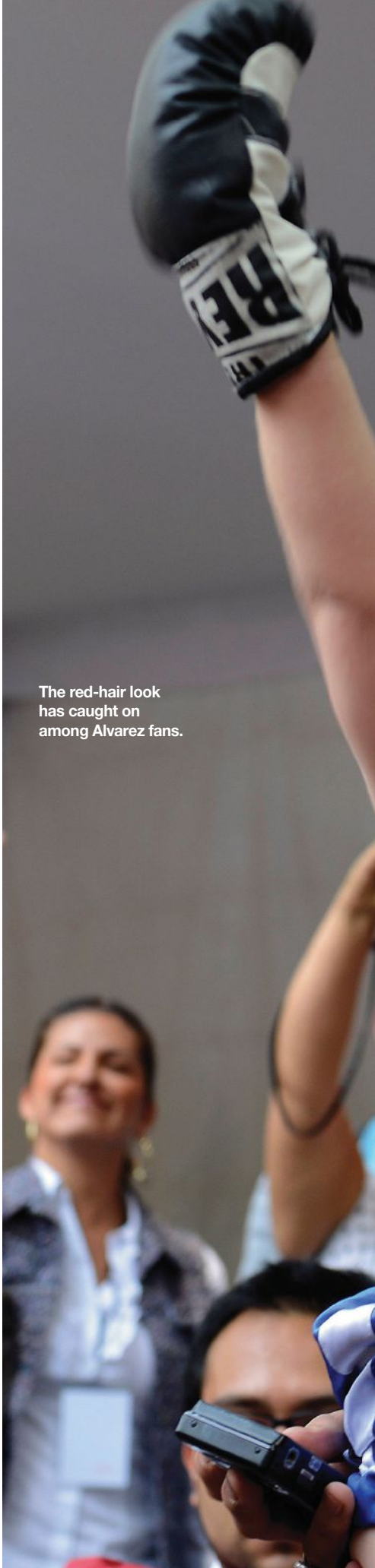
Up close, Alvarez is young in the face and thick-set at 5-foot-9, with a square jaw and a broad neck. He even has a bit of cheek about him, though it is subtly contained in a modest demeanor. We know he was – and remains – something of a prodigy. He joined the professional ranks at the age of 15, after 20 amateur fights. There was no other route for him, and he was finding fights hard to come by.

As the youngest of seven brothers who all boxed – Ramon, Ricardo, Rigoberto, Gonzalo, Victor and Daniel – he was always destined to advance with alacrity.

He takes his coloring from his mother, Ana Maria, also a redhead. With a twinkle in his eye, Alvarez admitted to me a couple of years back that "there might have been an Irish grandfather somewhere back in the past."

That is likely. A contingent of Irish Catholics fought for the Mexicans in the Mexican-American War in the mid-19th century and became known as Los San Patricios, literally "Those of St. Patrick" in Spanish.

There were several Mexican-Irish communities in Mexican Texas before the Texas Revolution, which ended in 1836. At that time, Irish Catholics in America were at the bottom of the cultural totem pole. Irish immigrants felt an empathy for Mexico, seeing it as another



The red-hair look has caught on among Alvarez fans.

ALFREDO ESTRELLA/AFP/Getty Images

Alvarez was born with red hair. We wonder whether that's the case with these young fans.

ALFREDO ESTRELLA/AFP/Getty Images

Catholic country being bullied by Protestant foreigners.

In turn, some decided to side with the Mexican soldiers. The Batallón de San Patricio was an ethnically Irish battalion of United States troops that deserted and fought alongside the Mexican Army in 1846-48. Famously, 85 of them were captured alive, then tortured and hanged. They became Mexican heroes. Los Patricios are honored with statues in several Mexican cities today.

It is not uncommon for people who are aware of Mexican history to see the coloring of Mexicans like Alvarez, with their red hair, and refer to them as being related to "The St. Patricks."

The greatest example of Irishmen rising to the top of Mexican society was in the 1920s. Álvaro Obregón – originally "O'Brien" – was president of Mexico for four years from 1920 to 1924, and Ciudad Obregón and its airport are named after him.

Remember the actor Anthony Quinn? He was a Mexican of Irish descent. Even today, there are an estimated 500,000 inhabitants of Irish descent who live in Mexico City. And the Northern region of the country, where Irish last names such as Byrne, Walsh, Foley, Hayes and O'Leary are all commonplace.

Muhammad Ali has Irish forebears. Four years ago, Ali traveled to Ennis Town in Ireland, where he was called the new "King of County Clare" as thousands of well-wishers and extended family members gathered to meet him. I went there to report on it, and the entire town and most of the people from neighboring villages filled the streets. There were more than 20,000 people there to witness a "homecoming" for the great American boxer and personality.

Ali's great-grandfather, Abe Grady, was born and grew up in Ennis Town before he emigrated to America in 1860, where he married an African-American woman. Ali's mother, Odessa Lee Grady, was Grady's granddaughter. Ali always had great timing. And this visit was no different. On the day he arrived, after two months of record rainfall in the west of Ireland, the clouds moved and the sun shone down on a festival celebrating Muhammad Ali's life as a sporting icon.

Ali was taken in a motorcade through the town, up to the site of the ancestral home of Abe Grady. Ali's genealogy had been uncovered in a 2002 documentary by two Irish television producers. Antoinette O'Brien, a genealogist from the Clare Heritage and Genealogical Centre, explained: "Between 1850 and 1880 about 120,000 left County Clare. [Abe] O'Grady left Cappa Pier down in Kilrush and made his way to America, we think to New Orleans. O'Grady's journey took him along the Mississippi as far as Kentucky, where he married an emancipated slave."

Incidentally, while on this theme, the mother of Jim Braddock, the original "Cinderella Man," the world heavyweight champion from 1935 to 1937, was also from Ennis Town.

We have yet to discover where Alvarez's genealogy lies. Nonetheless, Golden Boy CEO Richard Schaefer admitted to me that he is aware that Alvarez, on his looks alone, would command some decent attention in the U.K. – or Ireland – were they to match him to fight there down the line.

"I'd like to fight in London or Dublin," Alvarez has told me. "Of course, I'd love to travel. I've never been to England."

First things first, though. The assignment for Alvarez against Mayweather remains extremely tough. He may have size and age on his side, but he may just need the luck of the Irish, too. What he won't lack is the love of the Irish as he walks to the ring. From Derry to Donegal, they'll be cheering the man they believe to be their own.

5 REASONS MAYWEATHER IS KING

By **Michael Rosenthal**

GOD-GIVEN GIFTS

One can't teach speed and athleticism. Floyd Mayweather Jr., who has been immersed in boxing his entire life, learned at a very young age how to throw punches properly, how to move around the ring to set up those punches and how to avoid taking shots as effectively as any fighter of his or any generation. But he was born with the exceptional quickness – in both his hands and feet – and reflexes it takes to execute these fundamentals on the highest level. In that sense, he was endowed with a significant head start over the vast majority of his slower, less-athletic rivals. Mayweather seems to have retained those traits into his mid-30s, which could be bad news for opponent Canelo Alvarez on the night of Sept. 14, but they don't last forever. When they go, so will he.

FAMILY

Mayweather also was born into boxing. His father, Floyd Sr. (who fought Sugar Ray Leonard), and uncles Roger (a two-division world titleholder) and Jeff were all successful professional fighters. The Mayweathers are the reigning first family of boxing. Thus, young Floyd was around the sport from the beginning, watching and absorbing everything it takes succeed – how to eat, how to train, how to fight, how to peak at the right time, how to handle pressure, how to handle the media, how to get under your opponent's skin. The list goes on and on. And it's all second nature to Mayweather because he has lived it and breathed it – and tested it – since childhood. Plus, because the Mayweathers have been doing this for so long, they speak the same boxing language. Young

Floyd Mayweather Jr. has had a number of advantages over his rivals throughout his career.

Donald Miralle/Getty Images

Floyd and trainers Roger and Floyd Sr. undoubtedly can communicate on a profound level using few words. These are great advantages.

AFFILIATIONS

Of course, no one should be surprised that Mayweather has been affiliated with the top movers and shakers in the sport. The powers that be are attracted to athletes of such pedigree because of the profits they are likely to generate. Mayweather has partnered with promoter Bob Arum (who also promoted his father and uncle), Golden Boy Promotions CEO Richard Schaefer and advisor Al Haymon, three of the most influential figures in boxing in recent years. He has been the star attraction at both HBO and Showtime, the leading boxing networks in the United States if not the world. Mayweather's abilities – both in the ring and in his relationship with the public – combined with the influence of those around him have made him the richest boxer of his time. It's good to be so close to people in high places.

DEDICATION

Mayweather isn't an angel. He has run afoul of the law – including a short prison term for domestic violence last year – and generally rubs a lot of people the wrong way. He never allows anything outside boxing to hinder his training, though. He's not a partier, a habit that has diminished many stars. He is careful about what goes into his body. And he's a gym rat, one who by all accounts trains a ridiculous number of hours and seems to love every minute of it. Make no mistake: Other fighters have had many of Mayweather's abilities – both God-given and learned – yet they managed to accomplish little in the sport. One reason for that is a work ethic, or lack thereof. Mayweather has been able to make the most of his skills by working his ass off, both physically (on the road and in the gym) and mentally (devising game plans). In that sense, there isn't a better role model in boxing than "Money."

EXPERIENCE

Of course, none of the above – natural ability, family, affiliations and hard work – matter much without seasoning. Mayweather has been boxing for three full decades, generally at the highest levels of the sport. His fine amateur career (composed of a reported 90 fights) culminated in his participation in the 1996 Olympics, where he won a bronze medal. His controversial loss to Serafim Todorov of Bulgaria in the semifinals was the last time he tasted defeat. And, as a pro, he has been fighting at the championship level since 1998, when he won his first major title by stopping Genaro Hernandez. Including that fight, he has taken part in 21 championship bouts. Again, this is second nature for him, his element, his way of life. As a result, the enormity of his fight against Alvarez – like so many big fights in the past – doesn't faze him in the slightest. In the ring? He's seen it all. He seems to know exactly what to do and when to do it in all situations. And, most important, he has the all-around ability to get it done. RING

SHOW STEALER?

MATTHYSSE VS. GARCIA IS AN UNUSUALLY STRONG – AND COMPELLING – CO-FEATURE

By **Michael Rosenthal**

The main event on Sept. 14 could be disappointing if Floyd Mayweather Jr. decides to fight cautiously. It's not difficult to imagine him hit-and-not-be-hit his way to a one-sided decision over Canelo Alvarez.

The junior welterweight fight being billed as the co-feature is a different story. Lucas Matthysse vs. RING champ Danny Garcia is a guaranteed war, certainly one of the most exciting supporting acts in recent memory.

Matthysse (34-2, 32 knockouts) is one of the hottest commodities in boxing and one of the sport's biggest punchers. The Argentine has stopped all but two of his victims and is on a streak of six knockouts, including Lamont Peterson in a fearsome performance in his last fight.

And this could've been a battle of undefeated fighters, as both of Matthysse's losses – split decisions against Zab Judah and Devon Alexander – were controversial.

Meanwhile, Garcia (26-0, 16 KOs) is on his own impressive run, having defeated a gauntlet of well-known opponents the past few years – Kendall Holt, Erik Morales (twice), Amir Khan and Judah.

Matthysse is probably perceived to be the better all-around fighter at the moment but Garcia has always found a way to win and has plenty of pop in his own punches.

"This is the fight that the entire boxing world – especially my country Argentina – and I wanted," Matthysse said.

To say it is THE fight the boxing world wants to see might be a stretch. It's definitely ONE fight fans want to see, though.

Of course, the depth it adds to the card is immense. Promoters generally don't invest much in the undercards of pay-per-view events because the headliners are enough to ensure robust pay-per-view buy rates. To be sure, Garcia and Matthysse will be making a lot more money than boxers in co-features generally make.

Golden Boy Promotions executives probably took a calculated gamble that the attractive matchup will add enough pay-per-view buys to the total that it will largely pay for itself.

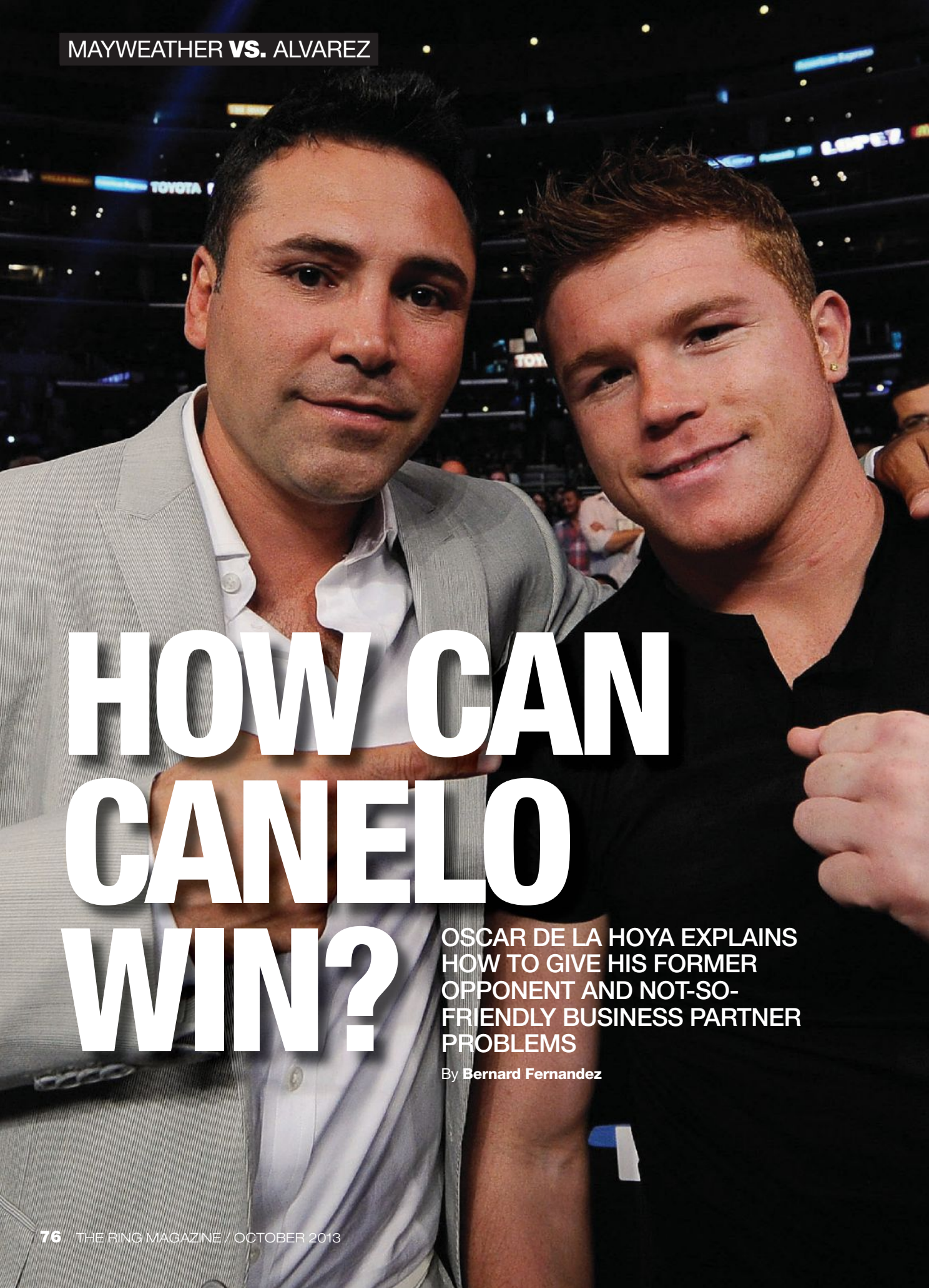
The juxtaposition of Matthysse-Garcia – coming immediately before Mayweather fights Alvarez – undoubtedly also was part of a long-term strategy. The winner, who will get tremendous exposure, is a candidate to fight the winner of the main event (particularly if it's the naturally lighter Mayweather).

In other words, the card could serve to promote the next big pay-per-view event.

Of course, the fans don't really care about all that. They want competitive, exciting fights. And it doesn't get much better than Matthysse vs. Garcia. RING

Danny Garcia (below, against Zab Judah) and Lucas Matthysse (above) are two of the hottest fighters in the world.

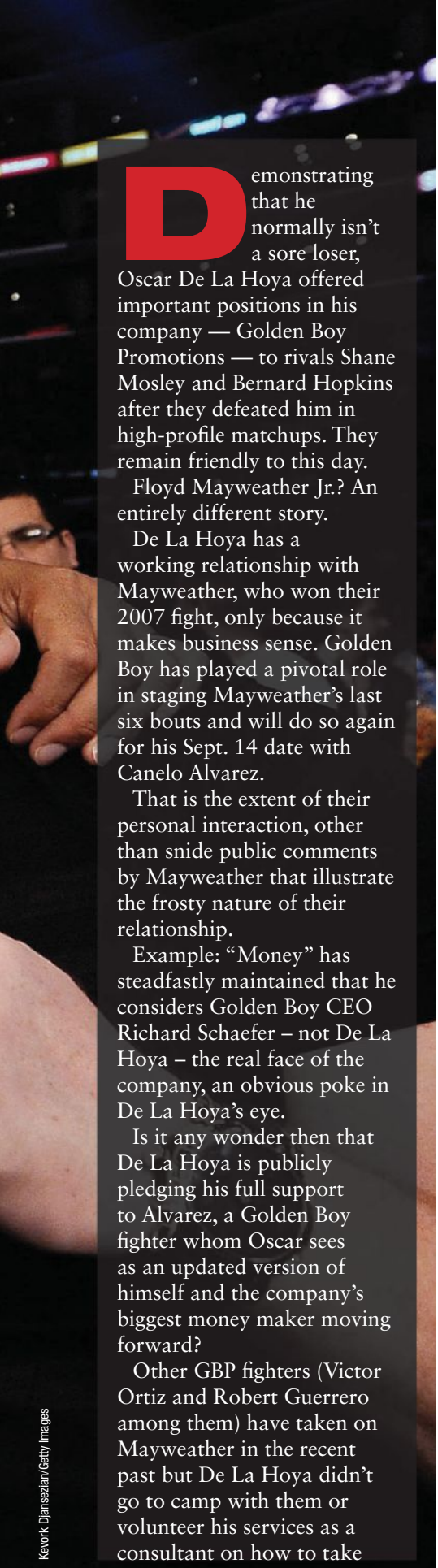
Naoki Fukuda



HOW CAN CANELO WIN?

OSCAR DE LA HOYA EXPLAINS HOW TO GIVE HIS FORMER OPPONENT AND NOT-SO-FRIENDLY BUSINESS PARTNER PROBLEMS

By **Bernard Fernandez**



Kevork Djansezian/Getty Images

Demonstrating that he normally isn't a sore loser, Oscar De La Hoya offered important positions in his company — Golden Boy Promotions — to rivals Shane Mosley and Bernard Hopkins after they defeated him in high-profile matchups. They remain friendly to this day.

Floyd Mayweather Jr.? An entirely different story.

De La Hoya has a working relationship with Mayweather, who won their 2007 fight, only because it makes business sense. Golden Boy has played a pivotal role in staging Mayweather's last six bouts and will do so again for his Sept. 14 date with Canelo Alvarez.

That is the extent of their personal interaction, other than snide public comments by Mayweather that illustrate the frosty nature of their relationship.

Example: "Money" has steadfastly maintained that he considers Golden Boy CEO Richard Schaefer – not De La Hoya – the real face of the company, an obvious poke in De La Hoya's eye.

Is it any wonder then that De La Hoya is publicly pledging his full support to Alvarez, a Golden Boy fighter whom Oscar sees as an updated version of himself and the company's biggest money maker moving forward?

Other GBP fighters (Victor Ortiz and Robert Guerrero among them) have taken on Mayweather in the recent past but De La Hoya didn't go to camp with them or volunteer his services as a consultant on how to take down the man widely considered to be the best pound-for-pound boxer on the planet.

De La Hoya will have been more actively involved with Alvarez for this bout than he has been with any fighter. Still, the former champion disputes the oft-advanced perception that he has been as actively involved in trying to smudge Mayweather's undefeated record as he is now with his protégé.

"I want to get this straight," he said emphatically. "Every (opponent of Mayweather) I've gotten behind, it was because they were with Golden Boy. I've never given any fighter advice as to what works against Floyd and what doesn't. As a promoter, yes, we do want to be involved with Floyd, who is the highest-paid athlete in the world today. We always want to be involved in the biggest fights boxing has to offer. But at the same time, there's always going to be that little thorn stuck in my back because of my history with Floyd.

"It's no secret that there's some tension, some animosity, between us. There was when we fought. I guess you could call it jealously or envy on Floyd's part. Throughout his career I've seen him try to achieve some things similar to what I achieved in mine, like trying to start TMT Promotions [which never took off, although Mayweather Promotions is a partner of GBP]. It's all good. I hope he's very successful, and I wish him the best of luck. Floyd has said some uncomplimentary things about me, and he still is, but I don't take it personally. Whether he does, I guess you'd have to ask him."

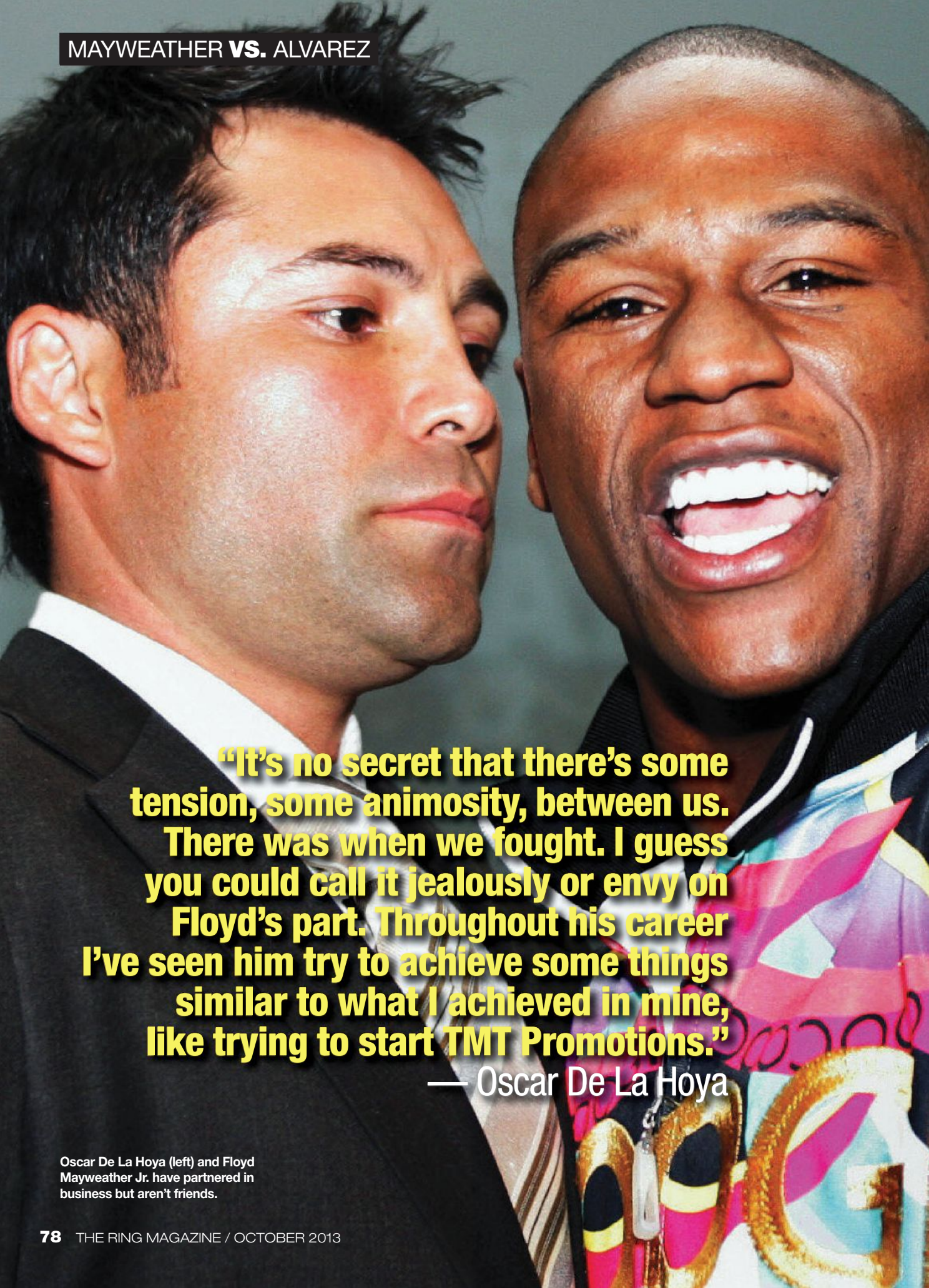
The subtext – Floyd vs. Oscar, six-plus years after they tried to settle their differences inside the ropes – is nearly as compelling as the primary focus, which of course is Mayweather vs. Alvarez. That raises a question: Just what advice can De La Hoya offer Alvarez that hasn't been tried by Mayweather's 43 (Jose Luis Castillo twice) previous professional opponents?

De La Hoya says Alvarez "has to watch a lot of video," concentrating mostly on fights in which Mayweather has looked nearly invincible (his 10th-round stoppage of Diego Corrales, in which he floored Corrales five times) and fights in which the Money man has appeared, at least in given moments, to be vulnerable (the first of his two matchups with Castillo and the bouts with De La Hoya, Miguel Cotto and even journeyman Emanuel Augustus).

"Canelo needs to see Mayweather at his best and when he is not at his best so he can come up with the perfect game plan," De La Hoya said. "He needs to take something from all those fights and incorporate it into what he'll try to execute on fight night."

Which is?

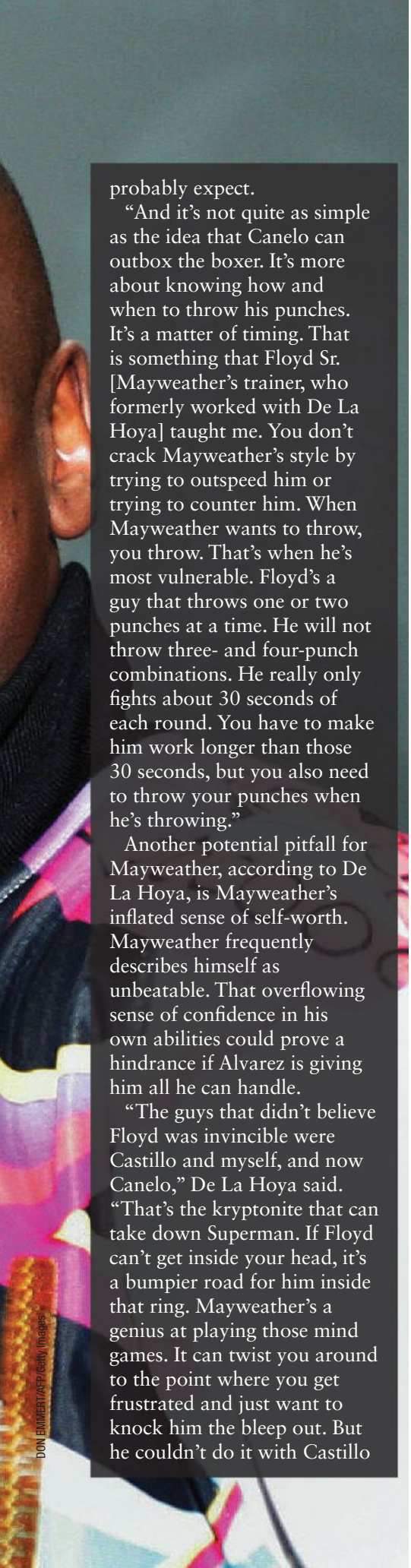
"The thing is, Floyd hasn't really evolved as a fighter," De La Hoya said. "He has maintained the same style. He's gotten bigger and stronger, but that doesn't mean his punching power is more effective. I like that Canelo keeps mentioning to me that he's going to outbox the boxer. His thinking is that he will not try to use brute strength to try to just overpower Floyd. That's a mistake a lot of fighters make, myself included. But brute strength doesn't work against Mayweather's style. It actually plays into his hands. Look, Canelo is really strong. That's a given. But the fact he wants to box intelligently is a good sign that he gets it. This fight is going to be a lot tougher than Mayweather and his fans



"It's no secret that there's some tension, some animosity, between us. There was when we fought. I guess you could call it jealously or envy on Floyd's part. Throughout his career I've seen him try to achieve some things similar to what I achieved in mine, like trying to start TMT Promotions."

— Oscar De La Hoya

Oscar De La Hoya (left) and Floyd Mayweather Jr. have partnered in business but aren't friends.


DON EMMERT/AFP/Getty Images

probably expect.

"And it's not quite as simple as the idea that Canelo can outbox the boxer. It's more about knowing how and when to throw his punches. It's a matter of timing. That is something that Floyd Sr. [Mayweather's trainer, who formerly worked with De La Hoya] taught me. You don't crack Mayweather's style by trying to outspeed him or trying to counter him. When Mayweather wants to throw, you throw. That's when he's most vulnerable. Floyd's a guy that throws one or two punches at a time. He will not throw three- and four-punch combinations. He really only fights about 30 seconds of each round. You have to make him work longer than those 30 seconds, but you also need to throw your punches when he's throwing."

Another potential pitfall for Mayweather, according to De La Hoya, is Mayweather's inflated sense of self-worth. Mayweather frequently describes himself as unbeatable. That overflowing sense of confidence in his own abilities could prove a hindrance if Alvarez is giving him all he can handle.

"The guys that didn't believe Floyd was invincible were Castillo and myself, and now Canelo," De La Hoya said. "That's the kryptonite that can take down Superman. If Floyd can't get inside your head, it's a bumpier road for him inside that ring. Mayweather's a genius at playing those mind games. It can twist you around to the point where you get frustrated and just want to knock him the bleep out. But he couldn't do it with Castillo and he couldn't do it with me. He also couldn't do it, to an extent, with Cotto, who had flashes of success against Floyd.

"One thing Canelo has going for him is that he's not intimidated by Floyd. To Canelo, he's just another fighter. Canelo is adaptable enough to change his game plan to fit the opponent, but the one constant is that he always rises to the occasion. That's a pretty unique quality in this sport. Guys who can do that don't come around too often."

It may well be that Mayweather's style is as resistant to alteration as De La Hoya suggests, but it has worked exceedingly well during his 17 years as a pro. Mayweather also has a knack for rising to the occasion, as the need arises. His last defeat, albeit a hotly disputed one, came in the semifinals of the 1996 Atlanta Olympics when he dropped a 10-9, computer-scored decision to Bulgaria's Serafim Todorov in what is widely considered to be one of the most blatant Olympic shaftings since Roy Jones Jr. "lost" to South Korea's Park Si-Hun in a gold medal match in Seoul in 1988.

But Mayweather's 44 pro victories haven't all been smooth sailing. It is widely accepted that his toughest outing to date came on April 20, 2002, when he scored a controversial, 12-round split decision over Castillo, the WBC lightweight champion, at the MGM Grand. Judges Anek Hongtongkam, John Keane and Jerry Roth all turned in scorecards favoring Floyd, by respective margins of 116-111, 115-111 and 115-111, but not everyone agreed.

"That is not the fight we saw," HBO blow-by-blow announcer Jim Lampley, whose opinion was buttressed by punch statistics compiled by CompuBox that showed Castillo not only landing more punches overall (203 to 157), but far more power shots (173 to 66).

And although Augustus, known as Emanuel Burton at the time, was never an elite fighter, he had his moments in a 10-round, nontitle encounter with Mayweather, the WBC junior lightweight titlist. Augustus bloodied Mayweather's nose and scored with a number of ripping body shots before being stopped in the ninth round on Oct. 21, 2000, in Detroit's Cobo Hall.

Whether Alvarez joins the exclusive club composed of those who were able to give Mayweather trouble remains to be seen. One thing is certain: his fans and handlers believe in him. And, more important, Alvarez seems to believe in himself.

De La Hoya was asked whether he sees Alvarez to be sort of a younger, red-haired alter ego.

"I do, in the way he handles himself, in the way the people believe in him and are so passionately behind him," De La Hoya said. "It's unbelievable. We went to 10 cities (on an eight-day, two-country media tour to hype the pay-per-view megafight) and I would say 70 percent of all the people we saw, more than 100,000 of them, were for Canelo.

"At the age of 23, it's remarkable how he handles himself. He knows what he wants out of boxing and out of life. He's a young man who doesn't drink, doesn't smoke, doesn't have any bad habits. He's set a high goal for himself, and he's determined to reach it. When Canelo tells me he wants to become the best fighter in the world, I believe him."

Of course, one way to become the best fighter in the world is to beat the best fighter in the world. Imagine how De La Hoya would feel if his protégé took down his nemesis.

HEAD TO HEAD

THE RING's in-depth analysis reveals that both fighters have their advantages. One simply has more.

IT'S MONEY'S EXPERIENCE AND SUBLIME TECHNIQUE VS. CANELO'S YOUTH, SIZE AND UNDERRATED ABILITY

By **Doug Fischer**

The Floyd Mayweather Jr.-Canelo Alvarez showdown is a rarity for this era of boxing — a high-profile matchup of boxing stars that has the potential to be both a pay-per-view blockbuster and an entertaining fight.

Once upon a time, the best boxers on the planet often combined to make the biggest events in the sport as well as the best fights. Sugar Ray Leonard's dramatic confrontations with Thomas Hearns and Marvin Hagler, the classic Hagler-Hearns shootout and the Evander Holyfield-Riddick Bowe trilogy are a few examples of past glory.

In recent decades, the dominance of special talents such as Pernell Whitaker, Roy Jones Jr., Bernard Hopkins and Mayweather have turned the "mega-fight" into one-sided boxing clinics. Mayweather is arguably the most dominating of the bunch.

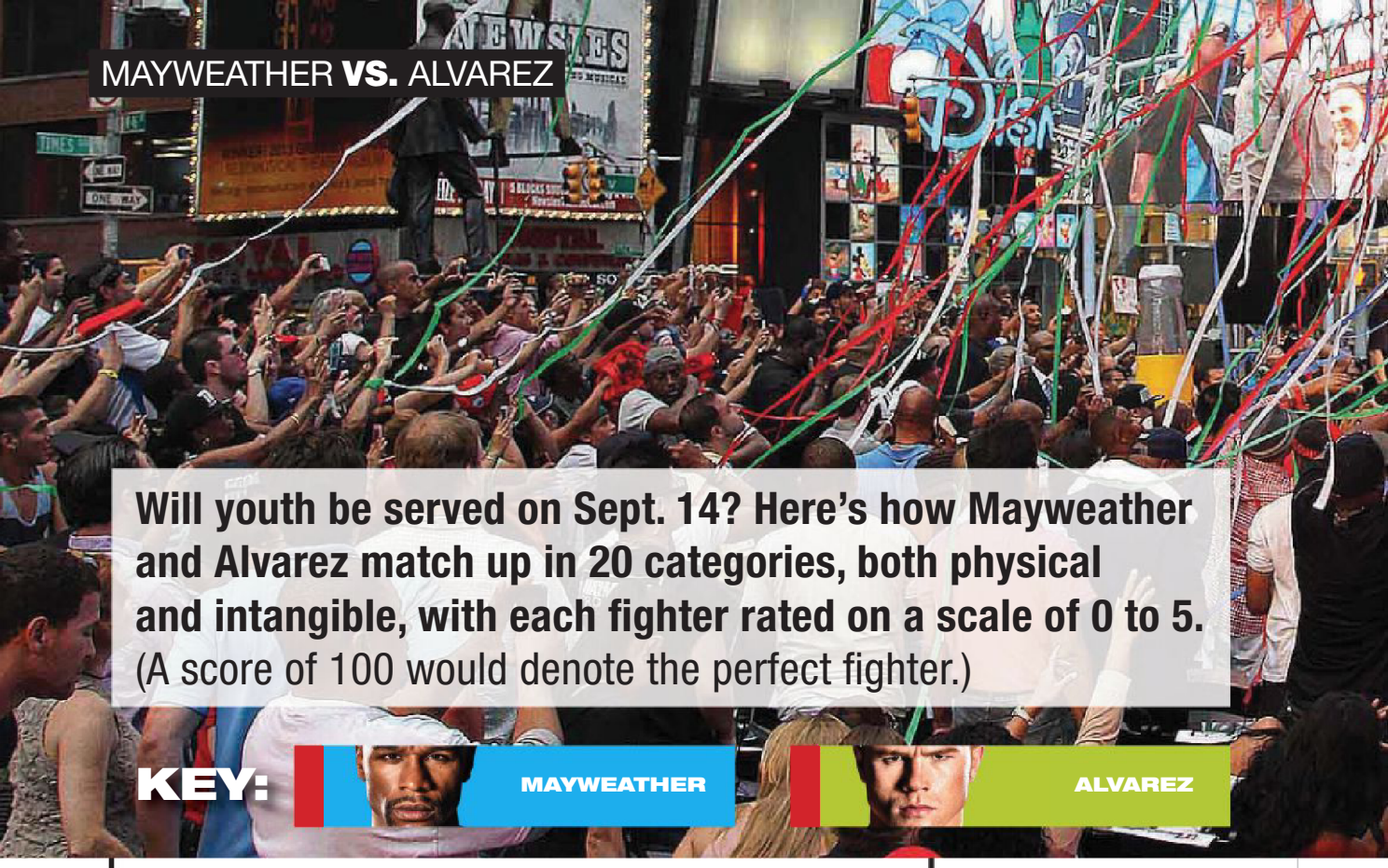
Since his revenue record-breaking victory over Oscar De La Hoya in 2007, all of Mayweather's fights have been pay-per-view successes but few have delivered sustained action and drama thanks to the five-division titleholder's superb defensive skill and boxing technique.

However, more than a few fans, boxing insiders and odds makers believe that Alvarez not only possesses the ability to make for a competitive fight but the size and power to pose a legitimate threat to the 36-year-old future hall of famer.

Why? One need only look to the weight class at which the bout will be contested – junior middleweight.

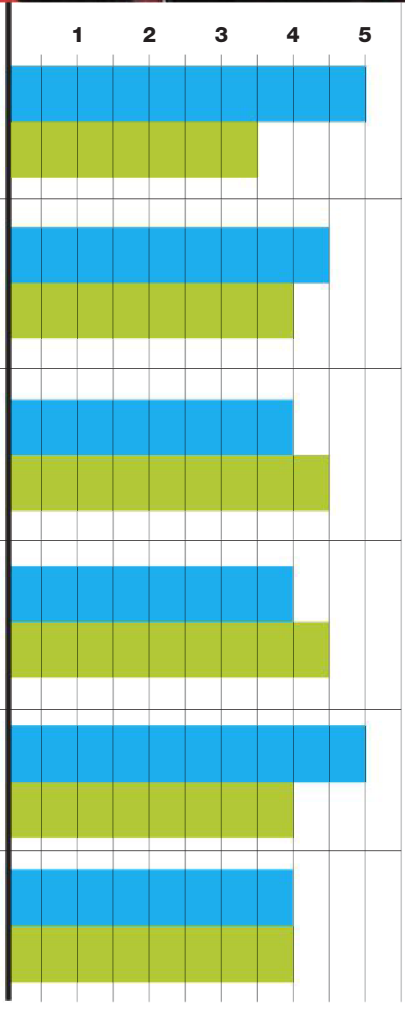
Mayweather's first foray into the 154-pound division was against De La Hoya, who troubled him with his jab and forced the boxing master to settle for a split-decision victory. His second junior middleweight bout was against Miguel Cotto in May. Cotto was written off by some, but the Puerto Rican veteran held his own in a competitive decision loss and even managed to bloody Mayweather's nose and mouth.

Consensus is that Mayweather loses a step when fighting above 147 pounds. Alvarez, who turned 23 in July, is not only a natural junior middleweight – unlike De La Hoya and Cotto – he has what those two veterans lacked: youth.



Will youth be served on Sept. 14? Here's how Mayweather and Alvarez match up in 20 categories, both physical and intangible, with each fighter rated on a scale of 0 to 5. (A score of 100 would denote the perfect fighter.)

KEY: MAYWEATHER ALVAREZ



HAND SPEED
Age hasn't slowed down Mayweather, who remains one of the quickest welterweights around (along with Devon Alexander and Tim Bradley). However, in his two previous bouts above 147 pounds, his reflexes appeared a step slower than usual. Alvarez has above-average hand speed but isn't known for his quickness and does not rely on it.

FOOTWORK
Mayweather, who possesses impeccable balance and foot placement, proved against Guerrero that he can still stick and move with elite-level efficiency. Alvarez has very good footwork and lateral movement, which he makes use of during most of his fights (though he seldom receives credit for it from hardcore fans and the media).

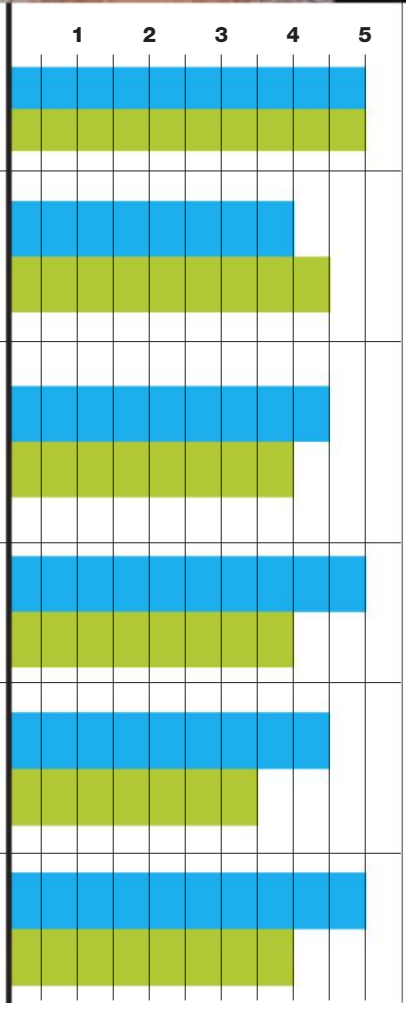
POWER (lead hand)
Mayweather has above-average power in his hook, which isn't his primary weapon but carries enough pop to be used as a finishing follow-up shot for a hurt opponent. Alvarez's hook carries tremendous leverage and power, especially when delivered to the body. It could be considered his signature punch.

POWER (trail hand)
Mayweather's right hand carries good power because he throws it with bad intentions and expert accuracy. It's not a KO punch but it usually snaps back the heads of his opponents. Alvarez's right hand carries fight-changing (or knockdown) power, whether it's delivered as a straight punch, a body shot or an uppercut.

JAB
Mayweather works his jab with perfect technique and expert timing. It's a versatile weapon of beauty that dictates the distance and tempo of his fights. Alvarez has a strong educated jab but he uses it sparingly.

HOOK
Mayweather uses this punch sparingly, perhaps because to use it more than he does would make him more vulnerable than he'd like. He didn't add hooks to his offense when he hurt his right hand during the Guerrero fight. Alvarez has a powerful hook. It's not as sharp as Mayweather's but he uses it more, has more variations of it and does more damage with it.

Floyd Mayweather Jr. has an edge over Canelo Alvarez in 13 of 20 key categories. They are even in three more.



CROSS/UPPERCUT

Mayweather is masterful in his delivery of the cross and uppercut. He's economical and deadly accurate with both punches. So is Alvarez, who proved his proficiency with both punches in his victory over Austin Trout. Mayweather's right is more accurate; Alvarez's has more power.

BODYPUNCHING

Mayweather is not known for his body punches, but he occasionally sneaks them into his combinations, and he's just as accurate with them as he is head shots. Alvarez breaks down most of his opposition with economical-but-devastating body punching and, he does so with both hands, often in combination.

INFIGHTING SKILLS

Mayweather is at his best when operating from a distance, but he's comfortable exchanging punches in close. He doesn't let his hands go much when infighting, but he usually lands clean shots when he does. Alvarez, a student of the game, appears to have picked up a thing or two from watching Mayweather's fights. He tries his best to mimic Mayweather when infighting (especially off the ropes). He's good at it but not as good as Mayweather.

ATHLETICISM

Mayweather is one of the most talented athletes in boxing, gifted with speed, reflexes and coordination. Alvarez is a strong young athlete with good instincts and natural fighting ability, but he isn't truly special in any one boxing category, such as speed, power or coordination.

ENDURANCE

Mayweather, who always paces himself well and has never faded in the late rounds, has gone the 12-round distance 14 times. Alvarez has gone the 12-round distance six times and has fought 10 or more rounds on nine other occasions. He paces himself well but still tends to fade over the second half of his fights.

ABILITY TO SLIP AND BLOCK PUNCHES

Mayweather is the best defensive boxer on the planet. He's not impossible to hit but, his mix of reflexes, upper-body movement and blocking ability makes it hard for even elite fighters to land more than one clean shot at a time. Alvarez has very good punch blocking and slipping ability, which he demonstrated in his distance bouts with Shane Mosley and Trout.

THROUGH THE YEARS

A year-by-year look at the careers of Floyd Mayweather Jr. and Canelo Alvarez, including the major titles they have won. **Note:** Mayweather (born on Feb. 24, 1977) was 19 when he turned pro; Alvarez (born July 18, 1990) was 15.

	1996	1997	1998	1999	2000	2001	2002
MAYWEATHER	2-0	10-0	7-0*	3-0	2-0	3-0	2-0*
ALVAREZ	-	-	-	-	-	-	-

PHYSICAL CONDITION

Both Mayweather and Alvarez are completely dedicated to the sport and give their all during training camps. Mayweather is fanatical about his physical preparation and does not allow himself to get out of shape between bouts. Alvarez is not as obsessed with his conditioning as Mayweather but he is not known to balloon in weight between fights.

POISE AND ABILITY TO COPE WITH EXTERNAL PRESSURES

Mayweather, who thrives in chaotic situations, appears to have settled down since his brief prison stay last summer and has thus cut down on much of his external distractions going into this fight. The 16½ -year veteran, who was never camera shy, has embraced his role as the biggest boxing star in the U.S. Alvarez, who has fought on network TV in Mexico since he was 16, is used to the celebrity spotlight in his own country and has dealt well with the pressure of fighting on three major U.S. pay-per-view cards (headlined by Mayweather) and three high-profile shows that he headlined in the U.S. (vs. Matthew Hatton, Josesito Lopez and Trout).

KILLER INSTINCT

Mayweather seldom tries to force a stoppage. Although he will go for the KO if the opening presents itself, he is usually more than happy to outclass and punish his opponents for 12 rounds. Alvarez also doesn't try to force knockouts but the boxing prodigy knows when to turn up the heat against a hurt opponent and is very good at closing the show, as he did against Carlos Baldomir and Lopez.

INTELLIGENCE AND STRATEGIC DEXTERITY

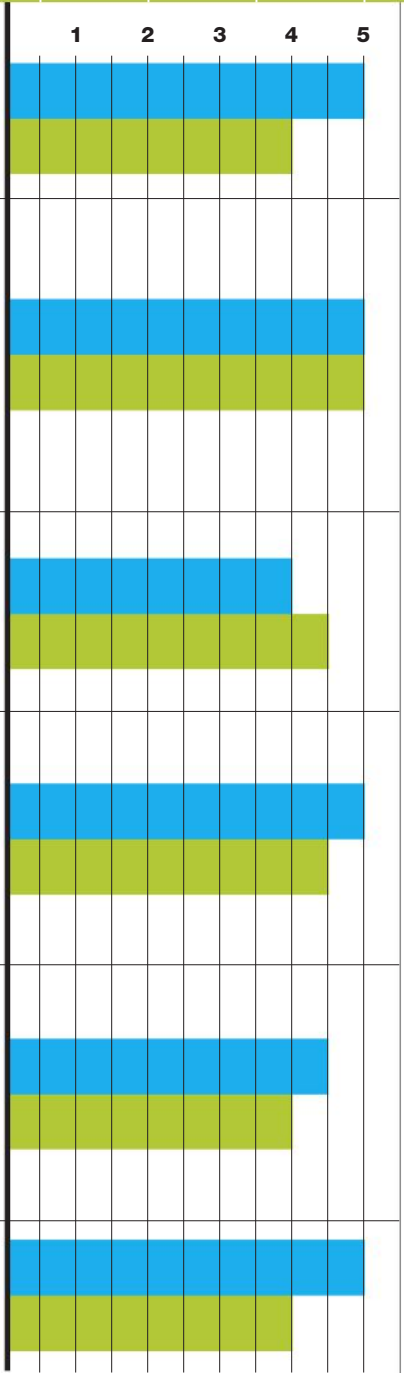
Mayweather is among the sport's smartest tacticians along with Bernard Hopkins and Andre Ward. He's also excellent at modifying his game plan and improvising during a fight. Few active fighters, if any, adapt as well as Mayweather. Alvarez is an underrated ring general. Too many fans focus on his physical strength and aggression and have blinders on when it comes to the finer points of boxing that he employs, such as his economical punching, use of feints, head and upper-body movement and, most importantly, his ability to figure out and exploit his opponent's style.

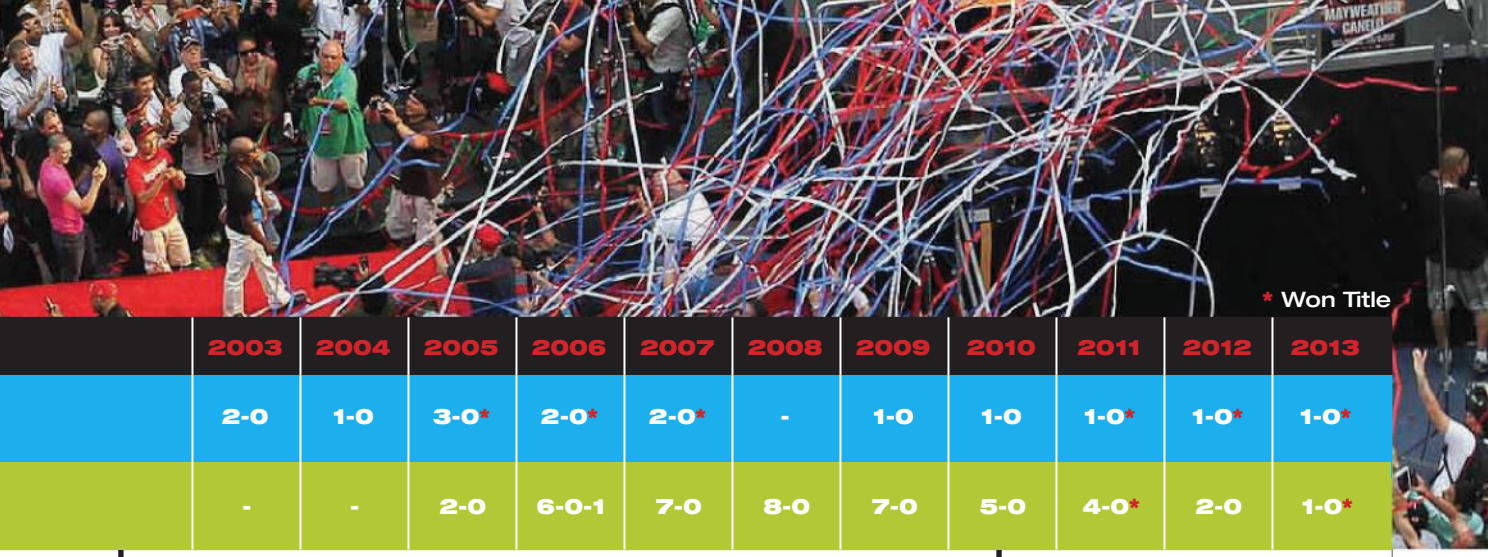
CHIN AND RESILIENCE

Neither Mayweather nor Alvarez have been stopped or off his feet in a professional bout. Mayweather was briefly rocked by DeMarcus Corley in 2004 and by Mosley in 2010, but quickly recovered in both bouts. Alvarez was badly wobbled in the opening stanza of his fight with Jose Cotto (on the Mayweather-Mosley undercard). However, Alvarez, two months shy of his 20th birthday at the time, survived the round, regained his senses enough to drop Cotto in the second and eventually stop the Puerto Rican veteran in the ninth. Neither Mayweather nor Alvarez has shied away from facing punchers.

EXPERIENCE

Mayweather, who turned pro in late 1996, has defeated 17 major titleholders on his way to winning 44 consecutive pro bouts. Alvarez has faced solid opposition over the past 7½ years, as he's developed into a world-class pro, but despite compiling 43 bouts without a loss, he's a mere pup to Mayweather in terms of experience.





* Won Title

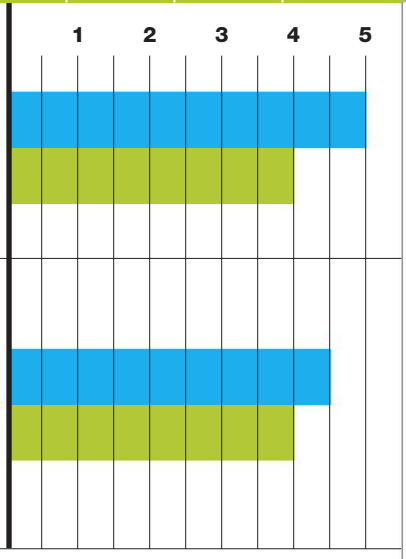
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
	2-0	1-0	3-0*	2-0*	2-0*	-	1-0	1-0	1-0*	1-0*	1-0*
	-	-	2-0	6-0-1	7-0	8-0	7-0	5-0	4-0*	2-0	1-0*

QUALITY OF OPPONENTS

Mayweather has fought one current hall of famer (Arturo Gatti), four future first-ballot hall of famers (De La Hoya, Juan Manuel Marquez, Cotto and Mosley) and three borderline hall of famers (Genaro Hernandez, Diego Corrales and Ricky Hatton). Alvarez dominated the 2012 version of Mosley and has defeated five other beltholders/champs (Trout, Carlos Baldomir, Kermit Cintron, Miguel Vazquez and Lovemore Ndou). Alvarez has a terrific resume for a 22-year-old boxer but, it pales, of course, in comparison to Mayweather's ledger.

CORNER

Mayweather will have his father, Floyd Sr., and uncle Roger in his corner against Alvarez, who will have the father-and-son team of Don Chepo and Edison Reynoso with him. Floyd Sr., a former pro, gave Mayweather his excellent boxing foundation and has also had success as a trainer for De La Hoya, Chad Dawson and Stevie Forbes — all of whom won major titles with him in their corners. Roger, a two-division titleholder, trained Mayweather for much of his pro career. Don Chepo Reynoso developed Alvarez from the start of the precocious redhead's career. The Mexican veteran trained and managed former titleholder Oscar Larios and Javier Jauregui. Edison Reynoso has also worked with popular Japanese titleholder Koki Kameda.



TOTAL: **92.5** MAYWEATHER — **83.5** ALVAREZ

SUMMARY AND PREDICITION

Mayweather has a clear edge in overall points thanks to his vast experience, scientific boxing ability and world-class athleticism. However, while not particularly special in any area, Alvarez is solid all around and strong enough in the right categories (poise, intelligence, power, punching technique and killer instinct) that when combined with his youth and greater size make him a true threat to the pound-for-pound king. Alvarez will push Mayweather to limits that even De La Hoya and Cotto were unable to achieve, and he will do so more with his boxing ability than with brute strength. The two will go tit-for-tat during the intense start to the bout. Alvarez will move around Mayweather patiently looking for spots to attack. He won't find many, but when he lets his hands go, he will land and Mayweather will be knocked off balance or forced to retreat. However, Mayweather will land the cleaner punches — mainly his jab — during the early rounds. Alvarez will hurt Mayweather with a hook to the body that makes the veteran backpedal to the ropes, where the young lion will land effective follow-up shots, including head-snapping right hands. Mayweather will wobble and hold but will not hit the canvas. Still, he will concede at least three clear rounds to Alvarez midway through the bout. However, Alvarez will tire in his pursuit of the knockout, which will be Mayweather's cue to let his quicker hands go and the "old man" will come on strong down the stretch of the fight, even stalking the bigger man at times. Alvarez will steel himself for a strong finish and the two stars will make for memorable championship rounds. Alvarez will do enough to win the fight in the eyes of his fans, but the official judges will award the bout to Mayweather by a hard-earned majority decision.

WHO WILL WIN?
THE EXPERTS WEIGH IN

Well, there is little doubt as to who boxing experts believe will win the fight between Floyd Mayweather Jr. and Canelo Alvarez on Sept. 14 in Las Vegas. ★ THE RING asked 30 boxing writers representing six countries to make their predictions. Twenty-five believe Mayweather will come out on top. And 21 of the 25 expect a unanimous decision. Only one said Mayweather will win by knockout. ★ Two of the five who picked Alvarez to win predicted a knockout. ★ Here are the writers and their predictions (in alphabetical order).

Hesiquio Balderas,
12asaltos.com (Mexico)
Alvarez SD
Mayweather has all the tools to win the fight but Canelo has size, youth and power, which in boxing is a great equalizer. The young Mexican also has a lot of talent, is a smart fighter and always seems to develop something new in his fights. Boxing is about timing, and I think the timing is right for Canelo.

Bart Barry, THE RING
Mayweather SD
Unless Alvarez is able to catch Mayweather with a right hand in the opening 10 minutes, this fight will devolve into another display of Mayweather's defensive expertise, with one judge somehow finding Alvarez rounds enough for a few fans to demand a rematch.

Ron Borges,
Boston Herald and THE RING
Mayweather UD
Mayweather will hit Alvarez with counter right hands all night, and when Alvarez tries to throw an ill-advised uppercut in the middle of the ring as he often does, he will pay a heavy price that will alter his thinking the rest of the night.

Jose Luis Camarillo,
Esto (Mexico)
Alvarez SD
Canelo has had what amount to "rehearsals" the past few years in anticipation of this fight. Crafty and fast, Alvarez will take the advice of renowned boxing people, including former boxers like Roberto Duran, to hit Mayweather's body en route to a spectacular victory.

Steve Carp,
Las Vegas Review-Journal
Mayweather UD
As good as Canelo is right now, he's still got a lot to learn at age 23 and he has not fought anyone with the skill set that Mayweather has. Floyd will empty the toolbox in this fight, using all his defensive prowess while doing enough offensively to sway the judges and get a decision.

Gareth Davies,
The Telegraph (London)
Mayweather SD
Perfect time for Floyd Mayweather Jr., who'll slip and slide against the bigger, younger Saul Alvarez. There are still so many chinks in the Mexican's armor. It'll be close, but it's still 'Money' time.

Bernard Fernandez,
THE RING
Mayweather UD
Mayweather is very protective of his "0" in the loss column, and the thinking here is that he wouldn't have taken this fight if he wasn't reasonably sure Canelo is not quite ready to lay it on him.

Doug Fischer, RingTV.com
Mayweather MD
Alvarez will trouble Mayweather throughout a mostly tactical contest and do enough to win in his fans' eyes, but the veteran's consistent jab and sharp shooting will enable him to win on at least two of the official scorecards.

Norm Frauenheim,
THE RING
Mayweather UD
Canelo Alvarez is year or two, a lesson or two, away from being ready for Mayweather, who will provide the lesson and perhaps a reason for a rematch.

Nick Giongco,
Manila Bulletin
Alvarez KO 9
Common sense dictates it's going to be Mayweather. My mind tells me it's Floyd via a lopsided decision. But I have a funny feeling Canelo will shock the world. If you put a gun on my head, I'd say Alvarez within nine rounds.

David Greisman, THE RING
Mayweather UD
This isn't going to be Mayweather-Gatti, but there's still a distinct advantage in

class, speed and intelligence in favor of Floyd.

Colin Hart,
The Sun (London)
Mayweather UD
I expect Mayweather to get a points decision because I strongly believe he will be too canny for Canelo.

Keith Idec,
NorthJersey.com
Mayweather UD
Mayweather won't win as easily as he did against Robert Guerrero, but he obviously still has his legs at 36 and is too smart and too skilled to lose this fight.

Kevin Iole, Yahoo! Sports
Mayweather UD
This is a dangerous fight for Mayweather, but his boxing sense and defense will ultimately be too much for Alvarez.

Daniel Lane,
Sydney Morning Herald (Australia)
Mayweather TKO 11
Alvarez will start strongly and enjoy the early rounds, but Mayweather will ultimately seize control by throwing his punches in bunches. Alvarez will, as a result, suffer as he's never suffered before.

Ricardo Lopez,
ESPN Deportes (Mexico)
Mayweather UD
Alvarez is strong and very dangerous, but Floyd seems to still have the ability to box him, throw his jab all night long, to use his legs to frustrate him and eventually take advantage of his experience to win on a much higher number of punches.

Gordon Marino,
Wall Street Journal
Mayweather UD
I don't think Canelo has the footwork to cut off the ring on Floyd. Also, I believe that Floyd will tattoo Canelo when Canelo lets fly the kind of wild right hands that he launched at Austin Trout.

Gunnar Meinhardt,
Die Welt (Germany)
Alvarez UD
Alvarez is younger, hungrier, more motivated and does not have as much pressure as Mayweather because he does not have as much to lose as the "Money" man.

Erika Montoya, Milenio (Mexico)
Mayweather UD
Floyd is a super fighter. Canelo is not bad but doesn't have enough. Floyd has the ability to play with his opponents. None of the fighters Canelo has faced has a style like Mayweather's. It's win-win for the Mexican. If he wins, he will be at the top. If he loses, he will do it against the best.

Gary Andrew Poole, Time
Mayweather UD
If Canelo can cut off the ring and use his power to wear down Mayweather, he has a slim chance, but I don't see it. Mayweather's speed, ring generalship and experience will rule the night.

Jeff Powell,
The Daily Mail (London)
Mayweather UD
If Mayweather gives another masterclass in the vogue of his brilliant performance against Robert Guerrero, then indeed no one can beat him at the moment, not even the dynamic young Canelo.

Lance Pugmire,
Los Angeles Times
Mayweather UD
Mayweather took this fight for a reason – to expose the inexperience and possible late fatigue of the popular Alvarez.

Rick Reeno,
BoxingScene.com
Mayweather UD
Alvarez is a slow starter and fights in spurts after long durations of inactivity during each individual round, which may indicate stamina issues.

Cliff Rold,
BoxingScene.com
Mayweather UD
Mayweather's laughable hypocrisy on the catchweight issue gives at least some pause about the danger seen in this opponent. It's a short pause. Both guys like to counter, and in those sort of style matches, the man who makes the other lead has the edge. Floyd will make Canelo lead and box to a safe, solid points victory.

Mauricio Salvador,
Esquina Boxeo (Mexico)
Mayweather UD
Saul Alvarez is a good fighter but going from Josesito Lopez to Austin Trout to Floyd Mayweather is just a huge leap for him. Mayweather has not only the skills but vast reserves of experience, and that will be the difference.

Lem Satterfield,
RingTV.com
Mayweather UD
Mayweather will dictate and be in control, as the experienced matador is with a proverbial young bull.

Tim Smith, THE RING
Mayweather UD
Mayweather doesn't take off rounds. Alvarez does. Mayweather will take advantage of Alvarez's lapses and use his superior boxing skills and experience to win the match.

Gene Wang,
Washington Post
Alvarez KO 9
The younger, bigger and more powerful Alvarez is unlikely to win if the decision is left to the judges, so he'll take it out of their hands.

Mark Whicker,
Orange County Register (Santa Ana, Calif.)
Mayweather UD
Hard to imagine Canelo figuring Mayweather out when nobody else has.

George Willis,
New York Post
Mayweather UD
Floyd still has enough strength in his legs and smarts in his brain to figure out a way to outpoint the aggressive Alvarez.

NOTE: Predictions were made in mid-July.

HOW IT BREAKS DOWN
Here's the final tally from our poll of writers:
Mayweather UD – 21
Mayweather SD – 2
Alvarez KO – 2
Alvarez SD – 2
Mayweather MD – 1
Mayweather KO – 1
Alvarez UD – 1

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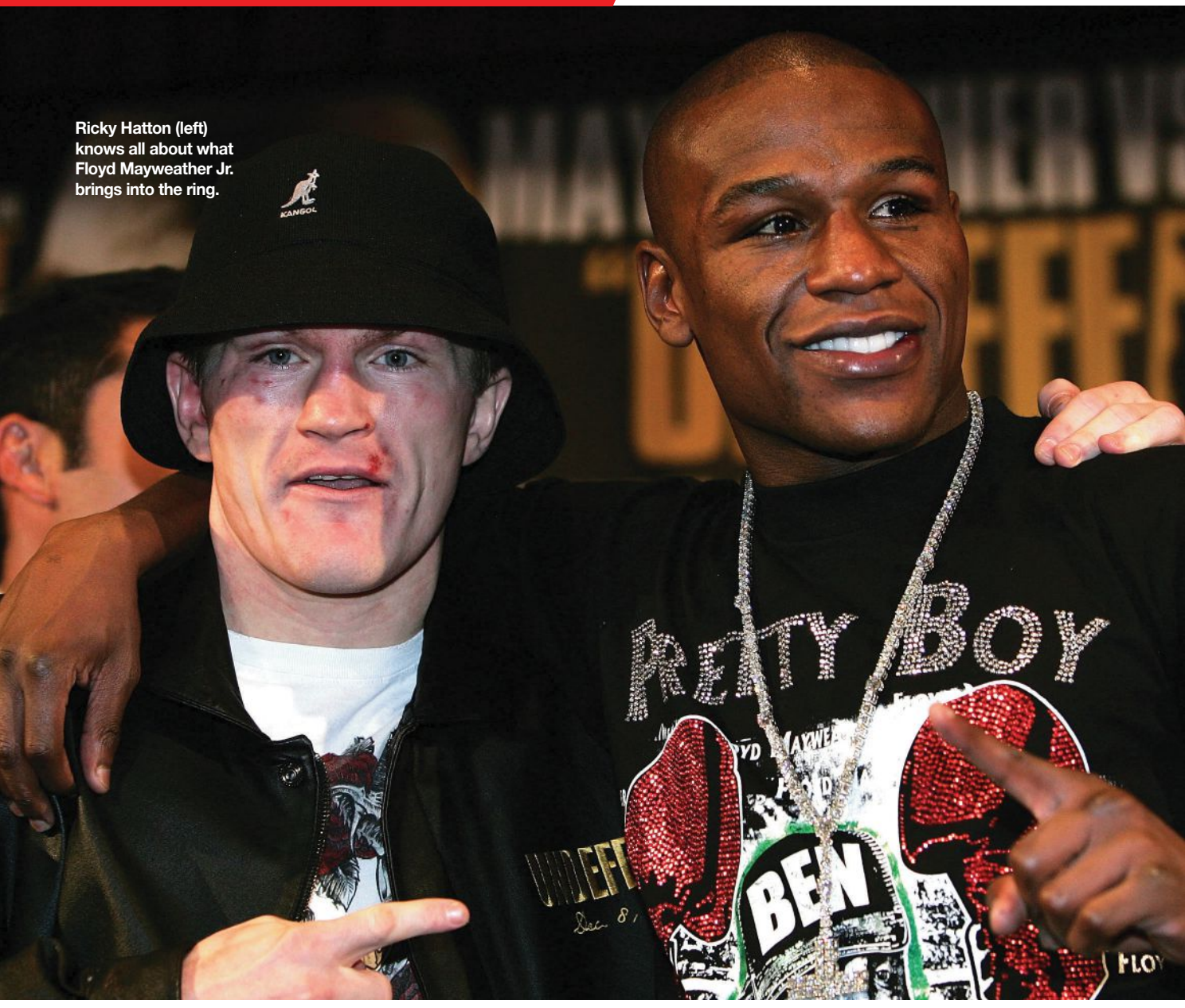


Ricky Hatton (left) knows all about what Floyd Mayweather Jr. brings into the ring.

HITMAN FAVORS MAYWEATHER

RICKY HATTON BELIEVES ALVAREZ HAS THE RIGHT STYLE FOR 'MONEY'

By **Gareth A Davies**

Saul Alvarez has the perfect style for Floyd Mayweather Jr. to toy with, reckoned Ricky Hatton in conversation with THE RING. Of course, the Hattons — Ricky and his brother Matthew — paired off against the much-discussed September protagonists.

Ricky fell in 2008 to a valiant, fan-driven rally in Las Vegas against "Money," while his younger brother ventured to Anaheim, Calif., two years ago and lost a lopsided decision to "Canelo."

The elder of the brothers, a former two-weight world champion and now promoter, believes it's "the best fight that could be made in boxing anywhere in

John Gichigi/Getty Images

the world."

Aside from perhaps Lucas Matthysse and Gennady Golovkin against Mayweather, Hatton is right. The Golovkin-Matthysse axis is for another day, but there are those who know the silhouettes saying that Golovkin would have the blueprint for a Mayweather dethronement.

But let's do September first. The posters adorning one side of the MGM Grand hotel already display "Home of Floyd Mayweather."

"We're going to see boxing's No. 1 pound-for-pound fighter in the world, Floyd Mayweather, against a rising star in Alvarez who's very talented and is all the talk and all the rage right now. So for me it was the best match that it could have been made," Ricky Hatton said.

"What adds a bit of spice to it is that Alvarez has the size and weight advantage. He also has the youth advantage. If there's anybody out there to beat Mayweather, this is the man to probably do it. I don't think so personally, but it's a great, great fight."

Breaking it down, Hatton's head and shoulders are moving. "Technically, Alvarez may struggle," he said. "I don't think anyone has a chance technically against Mayweather. If Saul's going to beat him, it'll be his youth, pressure, size. Floyd is very, very defensive. The style Floyd Mayweather uses suits a fighter who loves people coming toward them and attacking them so they can shoulder roll and just stay low."

"The style that gives Floyd Mayweather trouble is someone who tries to fight him at his own game, someone who tries to run away. A bit like Paulie Malignaggi did against Adrien Broner, who couldn't close the gap, couldn't get close to him.

"That's why Mayweather could shine against people like Margarito and Cotto and myself, but Saul's the biggest man he's fought for a long time, and also the freshest man, so I think this will be Floyd's toughest fight yet."

"The major poser that Alvarez will set is the size. The biggest man Mayweather has fought is probably Oscar De La Hoya, and a lot of people thought Oscar won that fight. So I think that's the fight Alvarez can take confidence from."

"I think Mayweather will win this on points. I don't think he'll trade with him. I don't think he'll stand there for one split second. I think he'll stay with a low shoulder and move and use his speed. Age could catch up with him, but he knows how to stay out of the way for the 12."

Matthew Hatton is a dyed-in-the-wool Mayweather aficionado. "Matthew shared a ring with Alvarez, and he put in a very brave performance and went the distance," the elder Hatton said. "But Matthew is a massive Floyd Mayweather fan. He'd be tipping Floyd."

★

UNLIKELY ALLIANCE

Five boxing promoters working together seems as plausible as a group of bald men fighting over a comb, but Frank Warren, Frank Maloney, Barry McGuigan, Ricky Hatton and Amir Khan have signed a joint promotional contract with subscription channel BoxNation. It creates a powerful platform for match-making at the domestic and world level.

The gang of five could rival Sky Sport's unhealthy domination and the arrangement that any promoter who wants a fight to be shown by the channel has to go through Eddie Hearn. His Matchroom Sport stable has the only current boxing contract with the broadcasters.

Ricky Hatton told me that after being jettisoned a year ago by Sky Sports — reminding all present that the three-year deal was ended by an email notification — he came close to reducing his stable to "the top three or four fighters" at one stage, from the 18 he has on the roster at present.

"I was starved of a television deal. I was seriously considering it. I think we've broken the mold in what we are now going to do, and it's great for boxing fans, the fighters and the promoters," Hatton said.

Frank Maloney, meanwhile, said the channel has become the lifeblood of British boxing. "A lot of sports fans would miss out on seeing British boxing talent if it wasn't for BoxNation," he said. "The channel has stopped boxing being a minority sport on TV."

"BoxNation has given me the independence I wanted to keep, and it has meant the opportunity to take my heavyweight, David Price, toward a world title. It wouldn't have been possible otherwise." (See last section.)

Although BoxNation, now 22 months old, does not release subscription figures – though I can reveal a surge of 190,000 new customers to the channel a year ago when David Haye fought Dereck Chisora – Warren admitted that the channel had been sustained "through a group of dedicated individuals."

"A lot of naysayers didn't think we could achieve this but, with hard work and dedication from some like-minded people who saw our vision, we are here,

bigger and better than ever," Warren said.

Warren's knack for coming up with business partners means he always survives the cut. The channel is in negotiations with Bill Ives, chairman of Rainham Steel, to become a major shareholder and board member.

Ives, whose love of boxing was developed as an amateur, has featured in *The Sunday Times Rich List* as being worth £350 million ($523 million) through his family's steel business.

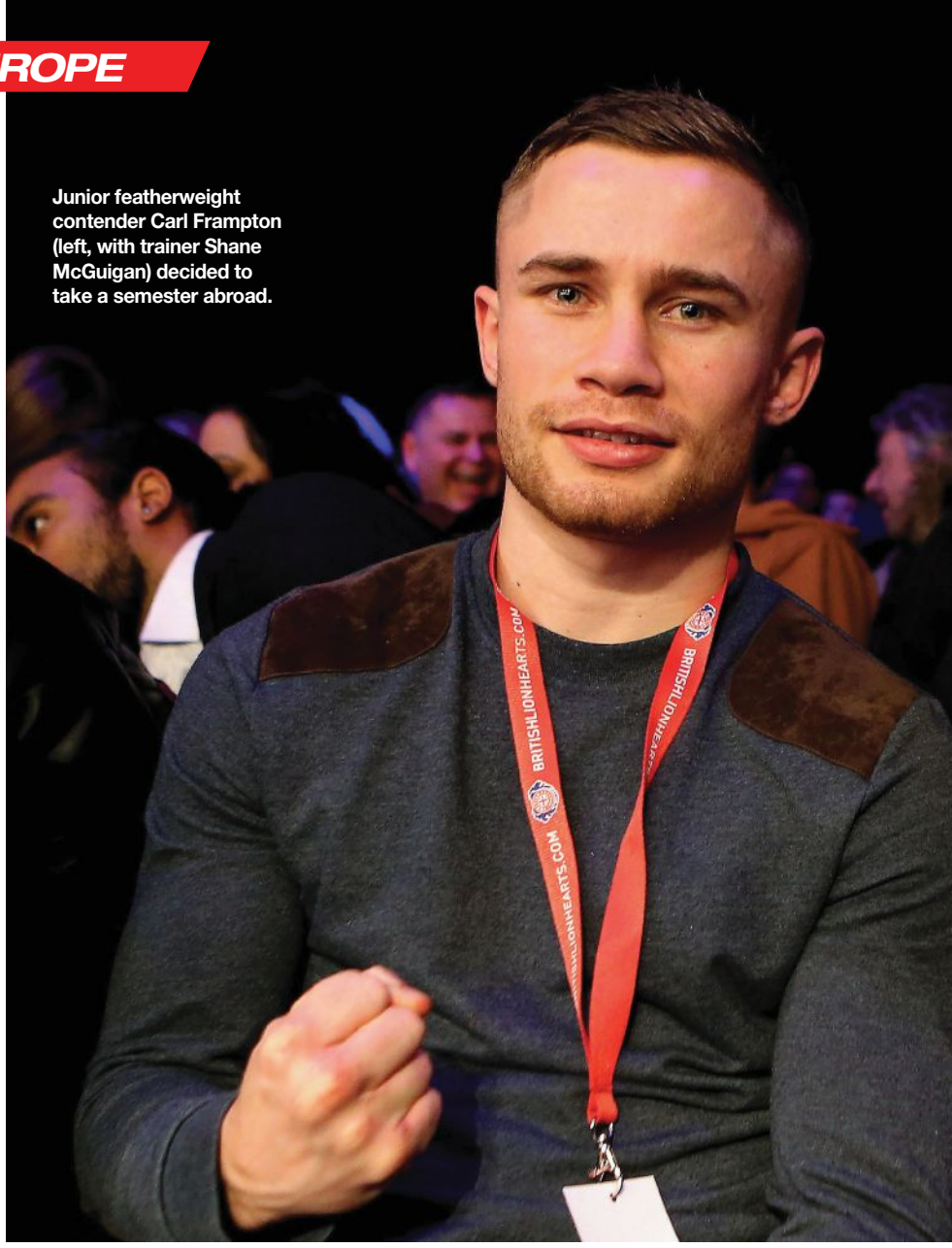
Returning to this column's opening theme, BoxNation has also acquired the rights to air Mayweather and Alvarez in the U.K.

Barry McGuigan gave his take on it. "There is a lot of that nasty word 'monopoly' bandied about, but I have boxers I want to put against the two Franks' fighters, and Ricky's too," said former world champion McGuigan, who is overseeing rising junior featherweight star Carl Frampton.

McGuigan recently left Hearn's Matchroom Sports organization with Frampton to join forces with Warren and BoxNation.

"I did it because it has given us the chance to create a more egalitarian situation," McGuigan said. "A new chapter in the channel's history in that we now have four promoters working with really talented kids who want to fight each other, keeping our independence."

"It's common sense. Monopoly creates a stagnicity; it creates a place where people get complacent and not good fights, and a headache for the person who's trying to control all the fighters. For us it gives us a chance to fight against each other in competitive fights and, it opens up tremendous opportunities for us. It's very exciting."



Junior featherweight contender Carl Frampton (left, with trainer Shane McGuigan) decided to take a semester abroad.

★

FRAMPTON: STUDYING ABROAD

As a sidenote, McGuigan also revealed to me he has taken Frampton on a tour of American gyms, wanting to inculcate the Irishman in the styles he wants him to take on.

"He's dynamite at distance, his timing and his spatial awareness were superb as an amateur, but he's so much better when he fights at close range because he hits so … damned hard," McGuigan said.

"He's got great feet, he can box going forward and going back and that stuff is just magical to watch. More than anything else, he was born with punching power, born with a chin and born with heart. All the rest you can teach, and this kid is getting better every time he comes into the gym. He's sparring really top guys, he's improving all the time, and I'm very excited."

But education is key. They traveled recently to Robert Garcia's gym, to the Wild Card Boxing Club in Hollywood and, dropped in to see Zou Shiming sparring with Brian Viloria. "It was magical to watch,"

Scott Heavey/Getty Images

McGuigan said. "We have already planned to go and do a program of training in America."

McGuigan, of course, went across the pond to train in 1983 but brought sparring partners back to Ireland in 1984. "We flew in some Puerto Ricans, Mexicans, and Americans to train with me in Bangor," he said. "They were tough, tough guys, but they gave up running after three or four days."

"They were staying in our guest house, and I came in to say goodnight to them the night before they left, and they were lying in bed with their duffle coats on, and their boots on. I said, 'Are you going to get up and run?' and they said 'No! No! It's freezing, freezing!' They were used to a very hot climate, and the weather over here was just so difficult for them, you know," said McGuigan, who, of course, suffered vice versa with the weather at the end of his WBA featherweight world reign.

★

HAYE, FURY AND PRICE: RISE AND FALL

It seems that you simply can't graft Lennox Lewis onto David Price. Just as the undisputed former heavyweight champion may not be able to change the giant heavyweight from Liverpool. Twice now veteran southpaw Tony Thompson has had his number. Chin first time; stamina the second.

Lewis, Price's new mentor, sat powerless in the plush seats, barking instructions.

A pin dropping would have made a sound at the Liverpool Echo Arena when Price was stopped for the second time. It may be a question of levels, and the Liverpool giant may just have to stay on the domestic scene.

As THE RING went to press, Haye and Fury had put out a video of them signing contracts. It will be on Sept. 28 but is really a lot of sound and fury, and another good business deal for David Haye. I believe Haye will have Fury's number by the middle rounds and stop him as he did Dereck Chisora. But the fireworks will be similar in the build up. Looking forward to it. Cheers. RING

Gareth A Davies is Boxing Correspondent for *The Daily Telegraph*, London.

U.K. TOP 15

1. CARL FROCH
2. AMIR KHAN
3. DAVID HAYE
4. RICKY BURNS
5. KELL BROOK
6. NATHAN CLEVERLY
7. CARL FRAMPTON
8. TYSON FURY
9. SCOTT QUIGG
10. JAMIE McDONNELL
11. MARTIN MURRAY
12. GEORGE GROVES
13. DARREN BARKER
14. PAUL BUTLER
15. ANTHONY CROLLA

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Fighters shouldn't look like pudgy Francois Botha (left) but it also isn't necessary to look like an Adonis.

Hannah Johnston/Getty Images

BIGGER ISN'T NECESSARILY BETTER

MUSCLES SHOULD BE LOOSE, NOT BULGING

By **Scott LaFee**

Outside of a few oversized examples in the aptly named heavyweight division, boxers for the most part boast relatively lean and mean physiques.

The reasons are both obvious and not. There are, of course, the issues of image and intent: A boxer with a spare tire around his gut and jiggly arms isn't likely to instill fear and trepidation in his opponent.

More seriously, boxing (and the mixed martial arts) demand maximum stamina, conditioning and endurance. Few bouts are won in the first round. Carry too much flab (or maybe any flab at all) and your chances that you make it past the second shrink.

Still, it's clear every boxer is different. Some of the best fighters of all time have never been "cut," "ripped," "jacked" or a hundred other euphemisms for describing a well-muscled, hyper-lean body.

Abel Sanchez is a veteran trainer who has worked with diverse boxers like the Norris brothers (Orlin and Terry), Lupe Aquino and Gennady Golovkin. "There is no ideal physique in boxing," he says. "Julio Cesar Chavez was never cut, but he was an animal in the ring. Alexis Arguello and Tommy Hearns were skinny as rails, but they could punch."

But could they have punched better — with more power — if they had packed on more muscle? Sanchez asserts that there are plenty of strength and conditioning coaches in the business who advocate heavy-duty weight training.

Their thinking: Bigger muscles pack more power.

Sanchez scoffs.

"These coaches don't understand the sport," he said. "A boxer doesn't want or need all that mass and weight in their arms. It will just make them tire more quickly. The key is to be as effective in the last rounds as in the first."

Sanchez and others say pumping iron isn't likely to increase punching power because it doesn't really train muscles to do what they must do in an actual bout. More specifically: Lifting weights tends to involve a slow, pushing motion; real punches require head-snapping speed. Weight lifters work out by steadily increasing the physical demands upon muscles until exhaustion; boxers need to keep their muscles loose and relaxed between sudden, explosive punches. And the power of a punch doesn't come exclusively – or even primarily – from a singularly massive muscle, but rather from a combination of factors and forces, including the ability to converge leg strength, body weight, momentum and timing into a singularly effective blow.

A boxer's muscles should be long, lean and very flexible, according to Sanchez. You don't get that by lifting lots of weights. You get it by putting in lots of hours in the gym. "A lot has changed since I started in 1977," Abel said. "Everybody wants instant results, but it takes years to develop technique, balance, and conditioning.

SWEET SCIENCE

A lot of educated guys come in thinking a pill, a shake will make them winners. The secret isn't found in drugs or vitamins or mystery drinks. It's H-A-W. Hard-assed work."

Muhammad Ali never lifted weights, according to his late trainer, Angelo Dundee. But "he was the first guy in the gym and the last to leave," Dundee told *Men's Fitness* magazine shortly before his death last year.

Success in boxing demands intense, absolute devotion to training. Yet, no two fighters have the same workout regimen. Much depends, of course, upon the natural attributes of the fighter – body type, ratio of fat to muscle, vascularity, quickness, etc. The ability to bench press 300 pounds isn't part of the equation. The buffest of buff boxers still probably spends the majority of his time working out in ways that hone his ability to battle.

Manny Pacquiao, for example, reportedly starts a training day with a 45-minute run, followed by three hours doing everything from speed work to hammering a heavy bag, wrapping up with 1,400 crunches. The gym time is intense and grueling, intended to mimic the demands of a 12-round bout.

Floyd Mayweather Jr. does a workout circuit that may last for hours without respite: running, jumping rope, crunches, speed bag, heavy bag, sparring, even a little basketball.

Mike Tyson's typical daily training regimen began at 5 a.m. with a 3-mile jog, rest and breakfast, then 10 rounds of sparring, lunch, more ring work, an hour on an exercise bike, 2,000 sit-ups, 500 to 800 dips, 500 press-ups, 500 shrugs with a 30-kilogram barbell, 10 minutes of neck exercises, dinner, 30 more minutes on an exercise bike, then a little TV and bed.

Tyson says he never lifted weights. He attributes his once-notorious punching power to work with the heavy bag.

Like bodies and workouts, there is no one-size-fits-all approach, but here are four simple tips:

- Eat below your calorie requirement. In other words, burn more energy than you take in, but occasionally give yourself a break. No one can deny themselves the foods they crave always and forever, so plan times to indulge – maybe once a week.
- The corollary to the tip above: Don't starve yourself. Create a diet plan that's nutritious, balanced and satisfying.
- Do exercises you enjoy. There are lots of ways to burn calories. Find the most fun and productive.
- It doesn't matter when you eat, only what you eat. Your body doesn't know whether you ate that Taco Bell Crunchwrap Supreme at noon or midnight, only that it was 540 calories and, it's going to take almost an hour of running at a 10-mph pace to burn it off.

Luis Garcia, who trains undefeated Mexican featherweight Abner Mares and others, says physique is a by-product of performance. His fighters do resistance training, but not weight lifting – at least not much of it, and certainly not in the weeks before a bout.

"We focus on workouts that are more functional than just going in the weight room and moving plates," he said. "Looking like a bodybuilder doesn't correlate to performance. But if you work on your performance, your body will take shape. You'll end up looking pretty good." RING

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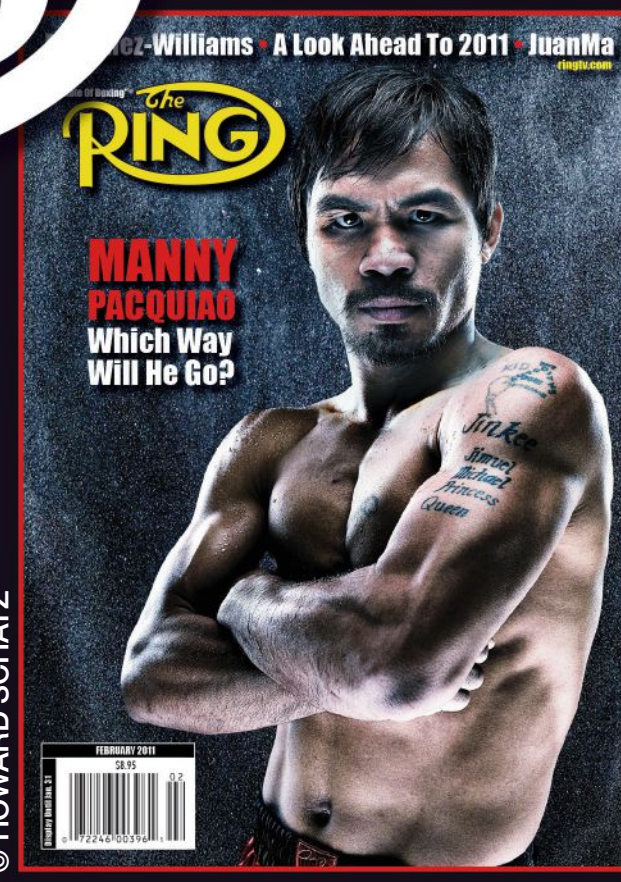

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GENESIS SERVANIA

By **Ryan Songalia**

THE ESSENTIALS

Age: 22
Weight class: Junior featherweight
Height: 5-foot-6
Stance: Orthodox
Hometown: Bacolod City, Philippines
Record: 21-0 (8 knockouts)
Biggest Strengths: Aggressive, busy style ... Authoritative jab sets up fluid combinations ... Has poise beyond his years.
Biggest question marks: Lacks one-punch power ... Limited amateur background ... Untested outside of Asia.

Filipino prospect Genesis Servania is a solid all-around fighter with unusual poise.

Few things jump out at you when watching Filipino junior featherweight prospect Genesis Servania. He has decent punching power but won't make you forget about Andy Ganigan. His speed, though one of his better assets, won't earn him comparisons to Flash Elorde.

What is most impressive about Servania is his poise, which, coupled with a solid skill set, has carried him to an unblemished record through 21 bouts, including eight wins by knockout.

The 22-year-old from Bacolod City has beaten three former world title challengers and was scheduled to face a fourth in Konosuke Tomiyama on July 27 in Macau, China. The increasing level of Servania's opposition over the past year is an indication of his handlers' confidence in him.

"We feel it's the time to test him at this time before we get him something bigger," said Michael Aldegeur, president

of Philippines-based ALA Promotions, which promotes Servania.

Servania turned to boxing, where three of his brothers had excelled, when he was 16 for the reasons many of his brethren do: poverty and the desire to help his family. He had a modest amateur record of 20-1 but managed to win gold and silver medals in two national tournaments.

Servania turned pro at 17 and continued to learn fight by fight, including a breakthrough unanimous-decision victory over Gerson Guerrero in 2011. The following year he faced Genaro Garcia, scoring two knockdowns in the 12th and final round to win by TKO.

"What I've learned during those fights against two veterans is to be more focused," Servania said.

At around this time, Servania switched trainers to Edito Villamor, who had twice challenged for world titles himself. The move allowed him to train alongside current world titleholders Donnie Nietes and Merlito Sabillo, both of whom also are from Bacolod City.

"I'm not focused on copying how they do on boxing, but it's more on the motivation," Servania said. "Someday I want to be a world champion also."

"People wonder why his knockout rate is low," Aldegeur said. "We saw his technical skills and the ability, but he didn't have the aggression. One day in the gym, my father (ALA founder Antonio Aldegeur) spoke to him about being aggressive, throwing more punches and bringing the fight to his opponent. …

"One day he woke up and said, 'I think I'm taking my time too much,' and he changed that and it brought him to a different level."

It was indeed a different Servania who faced former title challenger Angky Angkotta, who had twice gone the distance with Jorge Arce, this past March. Servania moved in and out, pushing Angkotta back with his jab and pounding to the body with both hands. The end came in Round 7 after a series of cut–inducing uppercuts, and Servania joined Fernando Montiel as the only two fighters to beat Angkotta inside the distance.

The victory caught the attention of Top Rank, which has been scouting Asian talent for its expansion into markets like Macau and Singapore. That led to a spot on the July 27 show.

"What impressed me about Servania is that he's been fighting top-notch opposition at a young age," said Top Rank matchmaker Brad Goodman. "Each and every fight that I've seen, he gets better and better. I just like the whole package. It's not like he does everything great, but he does everything good.

"Is he a little too aggressive at times and sometimes forgets about defense? Yeah, that could be. But being aggressive has worked to his benefit as of right now."

In spite of Servania's steady improvement and talk of possible matchups with Montiel or Vic Darchinyan, Aldegeur said he's in no rush to put him into a world title fight. Drawing on lessons learned from two of the company's biggest disappointments — Rey Bautista and AJ Banal — he is content to allow Servania perfect his craft before matching him with the best at 122 pounds.

"Right now we don't want to be overconfident," Aldegeur said. "I know the kid has shown some promise but, he's got a lot to learn. … But he has shown that he wants it. He's a guy that wants to emerge as the next world champion from the Philippines."

Michael Ocana

THREE MORE TO WATCH

FELIX VERDEJO, JUNIOR LIGHTWEIGHT (6-0, 5 KOS)

Verdejo has an aggressive style that is making him a fan favorite in his native Puerto Rico. The 2012 Olympian has shown formidable power in his right hand, as well as a solid left hook to the body. The 20-year-old is signed to Top Rank.

MARCUS BROWNE, LIGHT HEAVYWEIGHT (5-0, 5 KOS)

Browne is a 6-foot-tall light heavyweight who has entered the pro ranks with a chip on his shoulder following disappointment in the 2012 Olympics. The 22-year-old from Staten Island, N.Y., has shown two-fisted power, delivered from range like a southpaw Mark Breland. He is advised by Al Haymon.

PATRICK DAY, JUNIOR MIDDLEWEIGHT (4-0, 2 KOS)

Day narrowly missed the 2012 Olympic squad but won PAL and USA Nationals in 2012 before turning pro. The 20-year-old Long Island, N.Y., native has a versatile boxer-puncher style highlighted by his left hook. He fights for DiBella Entertainment.

Layla McCarter was gratified by the reception she received in South Africa.

HEART OF AFRICA

LAYLA McCARTER FINDS THE RECOGNITION THAT ELUDES HER IN THE U.S.

By **Thomas Gerbasi**

Layla McCarter was under no illusions when it came to what awaited her last September at the Orient Theatre in East London, South Africa. Facing unbeaten local favorite Noni Tenge for the vacant WBA title at junior middleweight — two weight classes above the 140-pound division in which she usually competes — Las Vegas' McCarter was going to have to live up to her nickname, "Amazing," to emerge victorious in this one.

And she did just that, not just beating Tenge but knocking her out in the eighth round.

"When I knocked her out, they went dead silent," McCarter said.

"The whole crowd hushed, and it was so scary. I'm thinking, 'I'm not gonna get out of here.'"

She laughs about it now, but the truly funny thing about her journey across the globe to win her 35th pro fight (against 13 losses and five draws) and fourth divisional world title was that after entering South Africa as the "enemy," she left it not just as a hero, but almost as an adopted daughter of the nation.

"It's amazing," said McCarter, who has since been invited back to the country to participate in charity work as well as offer commentary on a local event with former world champion Dingaan Thobela. "It's a great feeling, and the more that I talk to the people, they're starting to really embrace me as their own. It's pretty cool that a sport can transcend all those issues of race and gender. Sports make it possible to do a lot of things in the world."

She hopes that message will resonate with the people she talked to in South Africa during her recent visit in May, especially the children.

"The kids really touch your heart," said McCarter, who was brought over through the efforts of her local promoter and the WBA's "KO Drugs" program. "Just a little bit of encouragement goes so far with them. They light up, and they're so fresh and excited. It makes me really wish that I could do more than just talk."

McCarter hopes to be involved in fundraising as well as in the creation of after-school sports programs in South Africa, noting that in her case, "boxing really saved me, so it's a way to give back."

McCarter is one of the few remaining boxers to bridge two generations of female fighting, having turned pro at the tail end of the sport's Golden Age in 1998. The 34-year-old believes the talent level in her sport is higher than ever but knows the scene in the United States needs some serious help in terms of promotion and television exposure.

Case in point: McCarter has won six titles in four weight classes, recognition as one of the best in the world pound-for-pound yet still has to supplement her fighting income as a poker player while having to travel halfway around the world to get the recognition she has deserved in her home country for years.

"I do consider myself the best, and it's hard not to be bitter when you do so many things and break so many records and create history every time and then not get the payoff," she said. "But I'm getting more hopeful thanks to South Africa. They gave me a new spark of life in a way, because I was getting pretty down on it. And now to feel the love that they've given me and the possibility of creating a buzz that will carry back over here to the U.S., that would be nice. It's given me some hope. It's not so bleak."

McCarter is hoping to be back in the ring in October and is lobbying for a shot at another title, this one the vacant WBA middleweight crown. She's also more than willing to meet up with THE RING's pound-for-pound Queen, Cecilia Braekhus.

"Any day they [Braekhus and her promoter, Sauerland Event] are willing to step up and pay what it's worth," McCarter said. "Eventually people are gonna push them to do the right thing, and when they're ready to fight the best, I'm here."

And she's willing to go to Europe to do it. Are you surprised?

POUND FOR POUND

1. CECILIA BRAEKHUS, Norway
22-0 (6 KOs)
Welterweight

2. ANNE SOPHIE MATHIS, France
27-3 (23 KOs)
Junior middleweight

3. AVA KNIGHT, U.S.
12-1-3 (5 KOs)
Flyweight

4. JELENA MRDJENOVICH, Canada
29-9-1 (14 KOS)
Featherweight

5. LAYLA McCARTER, U.S.
35-13-5 (8 KOs)
Junior middleweight

6. MELISSA HERNANDEZ, U.S.
18-5-3 (6 KOs)
Featherweight

7. YESICA YOLANDA BOPP, Argentina
25-1 (11 KOs),
Junior flyweight

8. JESSICA CHAVEZ, Mexico
18-3-2 (4 KOs)
Junior flyweight

9. ERICA ANABELLA FARIAS, Argentina
17-0 (9 KOs)
Lightweight

10. DIANA PRAZAK, Australia
12-2 (8 KOs)
Junior lightweight

Through fights of July 21

GERRY COONEY

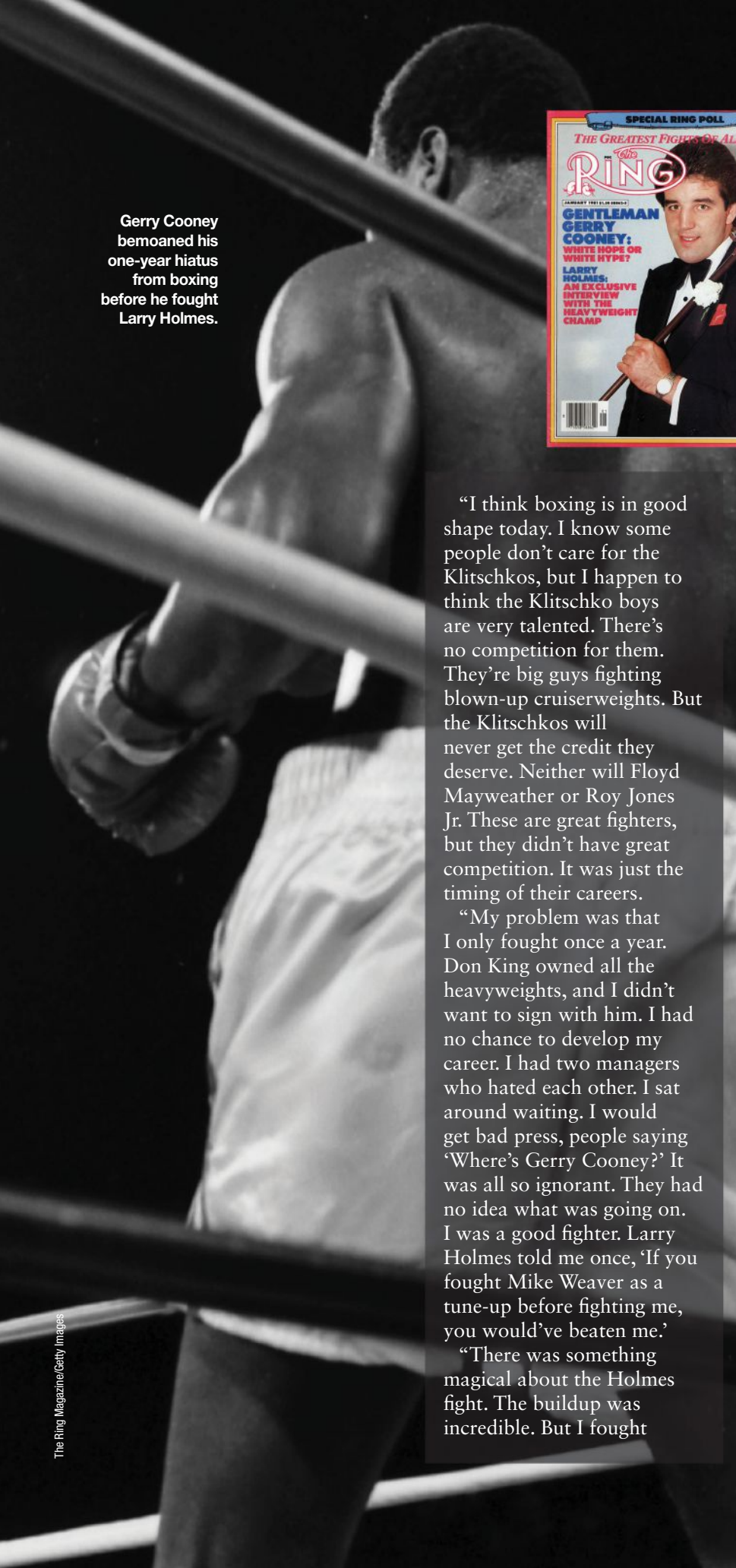
By **Don Stradley**

Gerry Cooney's 1982 bout with champion Larry Holmes was one of the biggest boxing events of the 1980s and the richest fight in history up to that time. The more experienced champion stopped Cooney in 13 rounds, but most fans assumed Cooney would rebound. Unfortunately, long periods of inactivity followed by losses to Michael Spinks and George Foreman convinced him to retire. He's doing very well these days.

"I have 13 children," Cooney told THE RING recently. "No, I'm only kidding. I have three children. My oldest son is going to law school. I have a great wife. But I'll tell you something, bro: I'm so busy that I can't keep up with it all. People say it's great to be active, but I don't know if it's great. I'm getting too old and cranky to be running around so much."

After reciting his schedule for the week, which includes a stint co hosting *Friday Night at the Fights* on Sirius XM Radio, Cooney filled us in on some things, starting with the demise of his beloved FIST organization, a group formed to help retired fighters.

"We shut it down five years ago," he said. "We were having internal problems. So we paid our bills off and moved on. We did things the right way. I'm proud of what we accomplished. Fighters face immense problems with drugs, spousal problems, no jobs. We helped hundreds of people. It was a good experience.



Gerry Cooney bemoaned his one-year hiatus from boxing before he fought Larry Holmes.

The Ring Magazine/Getty Images

THE ESSENTIALS

Years Active: 1977-1990
Record: 28-3 (24 KOs)
Accomplishments: His 54-second knockout of Ken Norton was one of the quickest KOs in Madison Square Garden history. He was a two-time New York Golden Gloves winner (1973 and 1976)
Current Hometown: Fanwood, N.J.
Activities: Golf, charity events, co-host a satellite radio show, working against domestic violence

"I think boxing is in good shape today. I know some people don't care for the Klitschkos, but I happen to think the Klitschko boys are very talented. There's no competition for them. They're big guys fighting blown-up cruiserweights. But the Klitschkos will never get the credit they deserve. Neither will Floyd Mayweather or Roy Jones Jr. These are great fighters, but they didn't have great competition. It was just the timing of their careers.

"My problem was that I only fought once a year. Don King owned all the heavyweights, and I didn't want to sign with him. I had no chance to develop my career. I had two managers who hated each other. I sat around waiting. I would get bad press, people saying 'Where's Gerry Cooney?' It was all so ignorant. They had no idea what was going on. I was a good fighter. Larry Holmes told me once, 'If you fought Mike Weaver as a tune-up before fighting me, you would've beaten me.'

"There was something magical about the Holmes fight. The buildup was incredible. But I fought Kenny Norton and then didn't do anything for more than a year prior to fighting Holmes. It was ridiculous to wait that long. The same thing happened for the Spinks fight. That fight was on again, off again. By the time it finally happened I was drinking a lot and very unhappy with my life. If I'd been in the right frame of mind, I'd have destroyed him.

"The Foreman fight was different. I stopped drinking in 1988 and haven't had a drink since. For Foreman I was sober and in good condition. I hurt him in the first round, but my timing was off. Losing to Foreman wasn't so bad. I was finally able to turn the page.

"I do a little work with young fighters, but I'm too busy. Sometimes I think I'd like to work with someone. I think Tyson Fury needs a little help. If he doesn't tighten up his defense, he's gonna get killed.

"I'm writing a book about my life, and Steve Farhood wants to write about the Larry Holmes-Gerry Cooney era, that whole year-and-a-half buildup to our fight. There may also be a motion picture about my life.

"Life has been good. I do 20 or 30 charity events per year. I love life. I've been lucky. My wife will tell you I still have most of my brains." RING

RINGSIDE REPORTS

ADRIEN BRONER SD 12
PAULIE MALIGNAGGI
Date: June 22
Site: Barclays Center, Brooklyn, N.Y.
Division: Welterweight
Weights: Broner 146.8; Malignaggi 146.4
Ring Rating (going into the fight): Malignaggi No. 4, Broner No. 1 at lightweight
Network: Showtime

★ The best thing about the fight was that it interrupted the trash talk. For a while, anyway.

Adrien Broner and Paulie Malignaggi spent weeks taunting each other like 10th-graders in a high-school hallway. Blame Broner for taking it over the line and beyond belief by introducing a woman who was either a former Malignaggi girlfriend, or an alleged girlfriend, or a cheating girlfriend, or an acquaintance, or none the above. Who knows? Who cares? And was any of it really a surprise?

Broner (27-0, 22 knockouts) delights in his role as the provocateur in skits as offensive as they are silly. Maybe he'll grow up someday. Even if he doesn't, the good news is that he will grow into a true welterweight.

Broner's split decision win was met with criticism, mostly because his talk created impossible expectations for a lightweight jumping two weight classes. Even his idol, Floyd Mayweather Jr., said he should have won by stoppage. But Malignaggi (32-5, 7 KOs) wasn't going to let that happen. Malignaggi is as smart a fighter as he is an analyst. He was a bad bet to win yet a lock to make it difficult for Broner, who has won titles at three weights – 130, 135 and 147 – within 19 months.

Bottom line: Broner's power was not diminished in the jump to 147. Broner

Adrien Broner ultimately imposed his will on Paulie Malignaggi to win a close decision.

started slowly but took over in the fifth round with clean punches that had impact, unlike those from the busier Malignaggi.

At 23, that's a sign Broner will be a force at welter. A dangerous detour to junior welter against Marcos Maidana might be next. But Maidana might be just another step in Broner's lesson plan. First, he had to deal with Malignaggi's smarts. A test of his ability to withstand Maidana's power might be next.

A Broner-Malignaggi rematch looks unlikely. Malignaggi complained about the scoring, especially Tom Schreck's 117-110 card in favor of Broner. Glenn Feldman had it 115-113 for Broner. On Tom Miller's card, it was 115-113 for Malignaggi.

Malignaggi suggested that some insider-trading might have been at work. He mentioned Al Haymon, Broner's adviser and boxing's behind-the-scenes power broker.

"I felt like I should have got it," Malignaggi, a Brooklyn native, said during the post-fight interview after losing an acronym-sanctioned belt. "Tom Schreck is a New York judge and in Al Haymon's pocket. That's all there is to it. … I'm not saying it was fixed, but it's always the more connected fighter who gets the decision."

Few, however, disagreed with the decision. In the end, Broner's decisive power could have said it all. But, of course, it didn't. He did.

"I lifted his belt and his girl," he said.

- Norm Frauenheim

GENNADY GOLOVKIN KO 3 MATTHEW MACKLIN

Date: June 29
Site: Foxwoods, Mashantucket, Conn.
Division: Middleweight
Weights: Golovkin 159; Macklin 159
Ring Rating (going into the fight): Golovkin No. 2; Macklin No. 6
Network: HBO

★ It was a shot heard throughout the middleweight division. Gennady Golovkin knocked out Matthew Macklin with a body punch that foretold a changing of the guard. Sergio Martinez promoter Lou DiBella, who also handles Macklin, heard it. Nobody had to tell him what it meant.

"It sounded like something cracked," DiBella said after Macklin went down from a left hand at 1:22 of the third as though he had been struck by lightning. "That was the hardest body shot possibly I've ever seen."

The punch was further confirmation of what everybody has been saying about Golovkin (27-0, 24 KOs) for at least a year. Even before many could spell his last name, there was no confusion about the power and ring skill possessed by a fighter perhaps best known by his initials, GGG.

At 160 pounds, only the usual hurdles at the negotiating table appear to stand between him and a major fight. Even DiBella, whose skepticism of Golovkin has been loud and on the record, couldn't dismiss him this time. Martinez, the acknowledged champion, is hobbled by hand and knee injuries that nearly led to his defeat against Martin Murray in his last outing in Argentina. He is not expected to fight again until 2014.

"Sergio will be out for at least a year," DiBella told ringside media after Golovkin scored his 14th successive stoppage. "You saw his last fight, he won it on guts and will and balls alone. He had no knee, he had no hand, and I'm not sending a champion who is 38 years old, after a year-plus layoff, into a ring with this guy.

"I'm not saying they will never fight. I'm not speaking for Sergio, who is a grown man and controls his own career. The successor to Sergio Martinez has already been determined, and the next great middleweight is Triple G."

Macklin (29-5, 20 KOs) appeared to be the best way to keep Golovkin busy. There just haven't been many options for the 2004 Olympic silver medalist from Kazakhstan. For any fighter with the unrecognized and unwanted title of boxing's most feared, there never are. HBO's interest in Golovkin makes it hard to say no to him. In time, perhaps, he will become that force of nature that nobody can avoid. But when? And against whom? Hard to say.

"I want to fight again very soon," said Golovkin, who hasn't gone the distance since June 2008 against Amar Amari in an eight-rounder. "I want to fight any beltholder, any champion, and any top fighter, anywhere."

Tom Loeffler of K2 Promotions, which represents Golovkin, talked about Julio Cesar Chavez Jr. But Chavez and his promoter, Top Rank's Bob Arum, saw what DiBella witnessed. Super middleweight champion Andre Ward, who was at ringside as an HBO analyst, said he'd be willing to fight Golovkin.

"But if you ask Golovkin's team, they'll tell you it's a year or two away," Ward told ringside media.

A year or two for Golovkin to make even more noise.

- Norm Frauenheim

Sakio Bika (right) emerged from a brutal fight against Marco Antonio Periban with his first major title.

NO. 2 KRZYSZTOF WLODARCZYK TKO 8 NO. 10 RAKHIM CHAKHKIEV

June 21, Moscow

★ Krzysztof Wlodarczyk demonstrated why he's THE RING's No. 2 cruiserweight, turning in a gutsy performance in a surefire fight-of-the-year candidate to retain his WBC title.

Then-unbeaten Rakhim Chakhkiev dominated through six rounds. The 2008 Olympic gold medalist from Russia dropped Wlodarczyk in Round 3 and had the Pole reeling.

But Wlodarczyk (48-2-1, 34 KOs) was resilient. He floored Chakhkiev with a left hook in the waning moments of Round 6. The following round, Wlodarczyk scored with another punishing left hand, again dropping Chakhkiev.

In Round 8, Wlodarczyk ended matters. He put Chakhkiev on the canvas for the third time with a right hand. Moments after Chakhkiev beat the count, Wlodarczyk blasted him with a fight-ending left hand. Chakhkiev crashed onto the canvas face first, prompting referee Daniel Van de Wiele to wave it off without a count at 2:03.

Chakhkiev (16-1, 12 KOs) was ahead on all three cards at the time of the stoppage: 66-64, 66-63 and 66-64.

NO. 8 SAKIO BIKA MD 12 MARCO ANTONIO PERIBAN

June 22, Brooklyn, N.Y. (Showtime)

★ The fourth time was the charm for Sakio Bika.

Bika, who had failed in three previous attempts to win a major title, and Marco Antonio Periban battered each other over 12 hotly contested rounds in a super middleweight slugfest. When it was over, Bika (32-5-2, 21 KOs) had edged Periban (20-1, 13 KOs) by a majority decision to win the vacant WBC belt. One judge had it even 114-114; the other two scored it for Bika 116-112 and 115-113.

Each fighter displayed little in the way of boxing or defense but compensated with grit and toughness. Each round featured great ebb and flow, but the last third of the bout was the most vicious.

Most of the fight was contested in close quarters, hitting a fever pitch in Round 12 as Bika and Periban slugged it out in a hellacious exchange until the final bell.

SETH MITCHELL UD 12 JOHNATHON BANKS

June 22, Brooklyn, N.Y. (Showtime)

★ Seth Mitchell exacted revenge on Johnathon Banks, though it surely wasn't the way the young heavyweight envisioned it.

Banks (29-2-1, 19 KOs) stopped Mitchell in the second round in their first meeting, which took place in November. In the rematch, Mitchell put Banks down in the second but then ran into problems again in the third. Banks hurt Mitchell and had him in a ton of trouble, placing the former football player's status as a relevant heavyweight in serious jeopardy.

However, Banks then inexplicably stopped punching, which allowed Mitchell to survive and then take over the fight. Mitchell (26-1-1, 19 KOs) worked behind his jab to pull away and win a clear unanimous decision in a snoozer of a heavyweight contest.

Following the bout, Banks (who trains Wladimir Klitschko) cited injuries to both hands as the reason for his lackadaisical performance.

XIONG ZHAO ZHONG MD 12 NO. 1 DENVER CUELLO

June 28, Dubai, United Arab Emirates

★ Xiong Zhao Zhong pulled off the upset, retaining his WBC title against RING No. 1 strawweight Denver Cuello. One judge saw it even 113-113; the others scored it for Xiong 113-110 and 115-112.

Cuello (33-5-6, 21 KOs) was far from 100 percent. He went into the fight with a right rotator cuff injury and, it clearly bothered him throughout. The Filipino dropped Xiong in Round 1, but he was unable to string punches together and was outworked. The injury hampered Cuello more as the fight wore on. The referee stopped the fight in the eighth round to have the shoulder evaluated before Cuello was deemed fit to continue.

Xiong (21-4-1, 11 KOs) increased his output down the stretch and pulled away in an entertaining fight. Afterward, China's first world title holder crashed THE RING's 105-pound ratings at No. 4, while Cuello fell to fifth.

It was the first title bout ever held in the United Arab Emirates.

SERGIO MORA UD 10 GRZEGORZ PROKSA

June 28, Jacksonville, Fla. (ESPN2)

★ Welcome back, Sergio Mora. The longtime middleweight contender returned to the win column with a surprisingly convincing decision over Grzegorz Proksa on ESPN2's *Friday Night Fights*. The scores were 96-94, 98-92 and 96-94 for Mora.

"The Latin Snake" entered the bout with a 2-3-1 record in his last six bouts but looked sharp against Proksa. Mora (24-3-2, 7 KOs) befuddled his opponent with his jab, movement and activity, consistently beating Proksa to the punch and landing some hard right hands. Proksa (29-3, 21 KOs) was very tentative throughout the bout.

Perhaps most surprising of all was the style Mora employed. He took chances and admitted afterward that he needed to please fans to earn his way into a more meaningful fight.

Proksa found more success over the last few rounds, but it was too little, too late. Mora punctuated the bout in the final round by making Proksa miss so badly that he almost went through the ropes.

NO. 5 THOMAS OOSTHUIZEN D 10 BRANDON GONZALES

June 29, Mashantucket, Conn. (HBO)

★ The bout was set up as an HBO showcase for Thomas Oosthuizen, but Brandon Gonzales had other ideas.

Gonzales stunned Oosthuizen and those watching by giving the South African all he could handle and then some. In the end, he had to settle for a controversial draw, but he was the fighter people were talking about after the fight.

One judge scored it for Gonzalez 98-92, another had it for Oosthuizen 96-94 and the

Naoki Fukuda

Mickey Bey (left) was winning easily on the cards when John Molina stopped him in the 10th and final round.

Naoki Fukuda

third had it even.

Gonzales (17-0-1, 10 KOs) gave up four inches in height but did an excellent job of working on the inside, landing damaging blows to the body while roughing up Oosthuizen and controlling the first half of the fight. Oosthuizen (21-0-2, 13 KOs) came on in the later rounds, as he began to shoot his jab and connect on some solid power shots.

Most observers felt Gonzales did enough to earn the victory. Oosthuizen was more than a 6-1 favorite.

NO. 9 TONY THOMPSON TKO 5 DAVID PRICE

July 6, Liverpool, England (Wealth TV)

★ When Tony Thompson stopped heavyweight prospect David Price in February, the boxing world was shocked. After Thompson repeated the feat, it became clear who the better fighter is.

Price (15-2, 13 KOs) dropped Thompson in Round 2, giving him and his hometown fans hope that the result would be different, but it came too late in the round and Thompson (38-3, 26 KOs) was able to recover. Price emerged from his corner to start the third with great energy, throwing lots of heavy-handed shots in an attempt to stop Thompson. The plan backfired, though, and Price was a spent bullet by the end of the round.

Thompson rebounded with a huge fourth round. He connected on some vicious body shots and mixed in uppercuts on the inside for good measure.

In Round 5, he dropped Price with a flurry. Price beat the count but was in no shape to continue. Referee Marcus McDonnell halted the bout at 1:55.

EDWIN RODRIGUEZ TKO 1 NO. 10 DENIS GRACHEV

July 13, Monte Carlo, Monaco (Bein Sports)

★ Statement delivered. Edwin Rodriguez ambushed Denis Grachev from the opening bell and looked explosive in the best performance of his career.

Rodriguez buckled Grachev with wild shots early in Round 1 and dropped him soon after. He scored another knockdown moments later, punctuating a barrage of shots with a devastating left hook.

When Grachev rose, it was clear to almost everyone but referee Stanley Christodoulou that Grachev was finished. Rodriguez

capitalized and let his hands go in a furious frenzy. Grachev (13-2-1, 8 KOs) was barely throwing back when Christodoulou finally halted the bout at 2:50 of the 171.5-pound catchweight bout.

Rodriguez (24-0, 16 KOs) landed a stunning 70 of 115 punches, the most landed in a single round tracked by CompuBox this year. It was a shocking and impressive performance from a longtime contender who needed the boost.

With the victory, Rodriguez set himself up for a meaningful fight in the fall.

NO. 3 KELL BROOK TKO 8 CARSON JONES

July 13, Hull, England (Sky Sports)

★ Last July, Carson Jones broke Kell Brook's nose and pushed him to the brink before losing a razor-thin majority decision. One year later, Brook erased the memory of his life-and-death struggle with Jones in a dominating performance.

Brook (30-0, 20 KOs) started quickly, dropping Jones to a knee with a right uppercut in Round 2. Jones (35-10-3, 25 KOs) bounced back and had a few solid rounds but couldn't get out of the way of Brook's power shots.

In Round 8, Brook threw a combination that dropped Jones and left him dazed. Brook continued to stalk, pinning Jones into a corner and firing away until referee Michael Alexander waved it off at 1:07. The stoppage was premature, as Jones was still defending himself, but Jones likely needed a knockout to win.

Promoter Eddie Hearn said Brook will return in September in a big fight.

On the undercard, 2012 Olympic gold medalist Luke Campbell made his pro debut in front of his hometown fans, scoring a first-round stoppage of Andy Harris.

JOHN MOLINA TKO 10 MICKEY BEY

July 19, Las Vegas (Showtime)

★ If you're ever looking for an argument as to what separates boxing from baseball or football, look no further than John Molina's stoppage of Mickey Bey.

Molina was within a couple minutes of defeat when, boom! Lightning struck, scorecards were rendered meaningless and drama prevailed.

Going into the 10th and final round of a lightweight bout, Molina trailed 90-81, 89-82 and 88-83. If those scores were made public during the fight, the audience might've left the arena and missed something special.

Molina (26-3, 21 KOs) snatched victory from defeat with one big punch, a left that stunned Bey (18-1-1, 9 KOs). A big lead on the cards providing no refuge, a dazed Bey was subsequently rocked by a succession of punches that led to referee Vic Drakulich's stoppage with 59 seconds left in the bout.

Bey, a one-time U.S. amateur star, is promoted by Floyd Mayweather Jr.

HANK LUNDY UD 10 OLUSEGUN AJOSE

July 19, Salem, N.H. (ESPN2)

★ Two straight losses left Hank Lundy with one option: victory.

A loss to Olusegun Ajose would have pushed him further toward the fringe of the junior welterweight division. With a unanimous decision over Ajose, Lundy (23-3-1, 11 KOs) regained some footing in his fight to get into the championship mix.

Despite one-sided scores (100-90, 98-92, 98-92), Lundy's triumph wasn't easy in a bout closely contested during the early rounds. His victory also wasn't expected. Lundy was a stand-in for Mercito Gesta, who withdrew because of an injury. Meanwhile, Ajose (31-2, 14 KOs) looked dangerous in a tough loss to Lucas Matthysse in September.

But Lundy was prepared for the opportunity. Precise punches behind a reliable jab rocked Ajose, a Nigerian whose loss left him with the same option Lundy had at the opening bell.

DERECK CHISORA KO 6 MALIK SCOTT

July 20, London (Box Nation)

★ Referee Phil Edwards' controversial stoppage generated the headlines in Dereck Chisora's sixth-round knockout of Malik Scott.

The heavyweights were engaged in a competitive fight when Chisora put Scott down with a short, overhand right in the sixth round. Scott, not terribly hurt, got to one knee as Edwards counted. At 9, Scott bolted to his feet to beat the count. That didn't seem to matter to Edwards, who for some reason waved off the fight. Scott protested, but not with the conviction of trainer Jesse Reid, who was livid.

It might not have mattered. Chisora, eager for another shot at Vitali Klitschko, was in good form and appeared to be gaining an edge. Still, we'll never know what might've happened. The fighters need a rematch to finish what they started.

FIGHT RESULTS THROUGH JULY 21, 2013

HEAVYWEIGHTS
Johann Duhaupas KO 4 Fabrice Aurieng
Seth Mitchell UD 12 Johnathon Banks
James Toney UD 8 Kenny Lemos
Tony Thompson TKO 5 David Price
Jordan Shimmell TKO 3 Matthew Greer
Dereck Chisora KO 6 Malik Scott

CRUISERWEIGHTS
Krzysztof Wlodarczyk TKO 8 Rakhim Chakhkiev
Andrey Knyazev UD 12 Anar Mammadov
Murat Gassiev TKO 2 Levan Jomardashvili
Dennis Ronert UD 10 Gogita Gorgiladze
Ismail Abdoul UD 12 Ben Nsafoah
Silvio Branco TD 10 Juho Haapoja
Ilunga Makabu MD 12 Dmytro Kucher

LIGHT HEAVYWEIGHTS
Valery Brudov UD 8 Sergei Gorokhov
Dominic Boesel UD 10 Chris Mafuta
Ismayl Sillakh TKO 1 Alvaro Enriquez
Hadillah Mohoumadi TKO 7 Pawel Glazewski
Igor Mikhalkin UD 12 Doudou Ngumbu
Robert Berridge TKO 5 Shintaro Matsumoto
Konni Konrad MD 12 Bernard Donfack
Edwin Rodriguez TKO 1 Denis Grachev

SUPER MIDDLEWEIGHTS
Marco Schulze UD 12 Bronislav Kubin
Sakio Bika MD 12 Marco Antonio Periban
Paul Smith TKO 6 Tony Dodson
Thomas Oosthuizen D 10 Brandon Gonzales
Sandor Micsko UD 10 Gyorgy Marosi
Rohan Murdock KO 10 Les Piper
Maxim Vlasov UD 8 Mark Suarez
Robert Stieglitz TD 10 Yuzo Kiyota
Zac Dunn TKO 5 Lee Oti
Badou Jack UD 10 Farah Ennis
Luke Blackledge D 2 Alastair Warren

MIDDLEWEIGHTS
Caleb Truax TKO 6 Don George
Jose Pinzon TKO 2 Roberto Valdez
Danny Butler TKO 1 Cello Renda
Anthony Somarriba UD 12 Luis Crespo
Mateo Veron MD 10 Jorge Heiland
Sergio Mora UD 10 Grzegorz Proksa
Brian Rose W 10 Alexey Ribchev
Gennady Golovkin KO 3 Matthew Macklin
Claudio Abalos TKO 10 Victor Mujica
Felix Sturm TKO 4 Predrag Radosevic
Eamonn O'Kane W 10 Anthony Fitzgerald
Lukas Konecny UD 12 Moez Fhima
(F) Christina Hammer UD 10 Mikaela Lauren
Max Bursak UD 12 Prince Arron
Billi Godoy UD 12 Mateo Veron
Billy Joe Saunders UD 12 Gary O'Sullivan

JUNIOR MIDDLEWEIGHTS
Samuel Vargas UD 8 Giuseppe Lauri
Julian Williams UD 8 Joachim Alcine
Charlie Ota KO 9 Koji Numata
Patrick Teixeira UD 10 Marcus Willis
Orlando Fiordigiglio TKO 6 Giuseppe Langella
Willie Nelson UD 10 Luciano Cuello
Omar Chavez UD 10 Charlie Navarro
Glen Tapia TKO 8 Abraham Han
David Zegarra UD 10 Eduardo Flores
Kell Brook TKO 8 Carson Jones
Sergei Rabchenko TKO 3 Gari Abajian
Francesco Di Fiore TKO 4 Riccardo Lecca
Janer Gonzalez TKO 6 Emilio Julio
Hugo Centeno Jr. KO 1 Isaac Mendez

WELTERWEIGHTS
Sebastian Lujan UD 10 Victor Velazquez
Carlos Chumbita SD 10 Jose Pombo
Adrien Broner SD 12 Paulie Malignaggi
Konstantin Ponomarev UD 10 Isaac Aryee
Yordenis Ugas KO 1 Adan Hernandez
Charles Manyuchi TKO 5 Patrice Sou Toke
Gianluca Frezza SD 10 Luciano Abis
Frankie Gavin TKO 7 Denton Vassell
Timo Schwarzkopf UD 8 Ismael El Massoudi
Brad Solomon KO 5 Henry Aurad
Erick Bone KO 1 Francisco Fuentes
Ahmet Patterson TKO 6 Phil Gill
Ji-Hoon Kim KO 3 Roy Tua Manihuruk

JUNIOR WELTERWEIGHTS
Andrea Scarpa TKO 7 Renato De Donato
(F) Marie Riederer UD 10 Galina Gumliiska
Silverio Ortiz UD 10 Jesus Gurrola
Reynaldo Ojeda TKO 4 Fernando Torres
Vicente Mosquera TKO 7 Cosme Rivera
Chad Bennett TKO 5 Ebenezer Lamptey
Walter Castillo TKO 3 Rossemberth Gomez
Ricardo Alvarez MD 12 Reyes Sanchez
Sandor Martin UD 10 Daniel Rasilla
Darren Hamilton UD 12 Adil Anwar
Kevin Mitchell W 8 Sebastien Benito
Jose Luis Rodriguez TKO 9 Arturo Gomez
Khabib Allakhverdiev TKO 11 Souleymane M'baye
Martin Coggi UD 10 Pablo Barboza
Henry Lundy UD 10 Olusegun Ajose
Chris Algieri UD 10 Mike Arnaoutis

LIGHTWEIGHTS
Mark Acub MD 10 Rene Bestudio
Anthony Crolla MD 12 Gavin Rees
Daud Yordan UD 12 Daniel Brizuela
Richard Commey TKO 8 Paul Truscott
Derry Mathews TKO 10 Tommy Coyle
Luke Campbell TKO 1 Andrew Harris
Takahiro Ao KO 2 Hardy Paredes

Abdiel Ramirez KO 2 Alejandro Valladares
John Molina TKO 10 Mickey Bey
Robert Manzanarez TKO 2 Francisco Camargo
(F) Cecilia Comunales TKO 1 Marisol Reyes

JUNIOR LIGHTWEIGHTS

Padjai Yongyuthgym KO 1 Elly Ray
Fernando Saucedo KO 2 Isaias Sampaio
Ezequiel Fernandez SD 10 Adrian Bazan
Rances Barthelemy KO 2 Fahsai Sakkreerin
Miguel Berchelt TKO 2 Weng Haya
Romain Jacob TKO 5 Martin Cardona
Bryan Vasquez TKO 4 Eugenio Lopez
Miguel Roman KO 2 Diego Ledesma
Terdsak Kokietgym KO 12 Rodynie Rafol
Jaider Parra TKO 1 Jose Payares
Floriano Pagliara UD 10 Nicola Cipolletta
Nery Saguilan UD 10 Pedro Navarrete
Alejandro Perez KO 7 Edgar Riovalle
Israel Perez TKO 7 Francisco Lorenzo

FEATHERWEIGHTS

Matias Rueda TKO 3 Juan Solis
Ryol Li Lee UD 12 Shogo Ishikawa
Gottlieb Ndokosho TKO 3 Ibrahim Mostafa
Kamil Laszczyk UD 12 Andrei Isaeu
Scott Quigg KO 3 William Prado
Billy Dib MD 10 Mike Oliver
Juli Giner UD 10 Francisco Urena
Aalan Martinez UD 12 Charlie Serrano
(F) Marcela Acuna UD 10 Melissa Hernandez
Oscar Gonzalez UD 10 Adrian Young
Lee Selby UD 12 Viorel Simion
Marcos Martinez UD 10 Guillermo Soloppi
Jimmy Paypa SD 10 Cristian Abila

JUNIOR FEATHERWEIGHTS

Lucas Carranza SD 10 Lucas Baez
Fernando Montiel KO 3 Jaderes Padua
Roli Gasca UD 10 Jimmy Aducal
Sergio Prado UD 12 Amor Belahdj Ali
Julian Aristule KO 2 Fabian Orozco
Alexis Kabore SD 12 Prosper Ankrah
Jonathan Lecona TKO 8 David De La Mora
Christopher Martin KO 5 Raul Hidalgo
Diego Silva D 12 Nestor Paniagua
Evans Mbamba D 12 Mario Briones
Daniel Diaz SD 10 Robert Marroquin
Andres Gutierrez UD 12 Rey Perez
Thabo Sonjica TKO 6 Silvester Lopez
Gavin McDonnell TKO 2 Ross Burkinshaw
Chris Avalos UD 10 Drian Francisco
Hugo Partida UD 10 Omar Lina
Albert Pagara TKO 2 Khunkhiri Wor Wisaruth
AJ Banal TKO 2 Abraham Gomez
Jhonatan Arenas UD 8 Everardo Castillo
Roman Morales KO 1 Lorenzo Trejo

BANTAMWEIGHTS

Suriyan Sor Rungvisai UD 12 Renz Llagas
(F) Yazmin Rivas UD 10 Kimika Miyoshi
Omar Lamiri W 10 Karim Guerfi
Immanuel Naidjala TKO 8 Emilio Norfat
Ryosuke Iwasa UD 10 Jecker Buhawe
Juan Alberto Rosas UD 10 Fernando Vargas
Kohei Oba TKO 6 Satoshi Niwa
Yushi Tanaka UD 10 Vergel Nebran
Alberto Guevara UD 10 Jonathan Vidal
Randy Caballero KO 7 Miguel Robles

JUNIOR BANTAMWEIGHTS

Matthew Villanueva UD 10 Julian Rivera
Pongsaklek Wonjongkam UD 6 Yudi Arema
Paul Butler KO 4 Najah Ali
Jose Salgado KO 5 Toyoto Shiraishi
David Carmona D 3 Danny Flores
(F) Debora Dionicius UD 10 Marisa Portillo
Petch Sor Chitpattana UD 10 Roman Canto
(F) Mariana Juarez UD 10 Riyo Togo
Arthur Villanueva TKO 4 Arturo Badillo
Srisaket Sor Rungvisai TKO 2 Joan Imperial
Ivan Morales UD 10 Alejandro Morales

FLYWEIGHTS

Carlos Ruiz UD 10 Diego Liriano
Amnat Ruenroeng TKO 4 Ricky Manufoe
Juan Carlos Reveco TKO 8 Ulises Lara
Moises Fuentes UD 10 Gerardo Verde
(F) Susi Kentikian UD 10 Carina Moreno
Kevin Satchell UD 12 Iain Butcher
Alexis Diaz KO 3 Farid Cassiani
Nawaphon Por Chokchai UD 12 Roque Lauro
Juan Kantun UD 10 Faustino Cupul

JUNIOR FLYWEIGHTS

Pornsawan Porpramook TD 5 Jayson Rotoni
Mercedes Concepcion UD 10 Carlos Ortega
Yodmongkol Vor Saengthep UD 10 Jerson Luzarito
Felix Alvarado TKO 1 Ramon Pena
(F) Ibeth Silva TKO 8 Maricela Quintero
Ramon Garcia Hirales KO 8 Juan Hernandez
(F) Yesica Bopp UD 10 Anastasia Toktaulova
Pedro Guevara UD 12 Mario Rodriguez

STRAWWEIGHTS

Xiong Zhao Zhong MD 12 Denver Cuello
Knockout CP Freshmart TKO 5 Bimbo Nacionales
Merlito Sabillo TKO 9 Jorle Estrada
Carlos Buitrago UD 12 Julian Yedras

COMING UP

PREDICTIONS ARE MADE BY RING STAFF MEMBERS MICHAEL ROSENTHAL, DOUG FISCHER AND LEM SATTERFIELD.

Aussie Daniel Geale (left) will be making his U.S. debut when he fights Darren Barker on Aug. 17 in Atlantic City, N.J.

AUGUST

DANIEL GEALE vs. DARREN BARKER

Date: Aug. 17, 2013
Location: Revel Resort, Atlantic City, N.J.
Division: Middleweights (for Geale's IBF title)
TV: HBO
Watchability rating (up to five stars): ★ ★ ★
Also fighting: Jonathan Romero vs. Kiko Martinez, junior featherweights (for Romero's IBF title)
Significance: Geale (29-1, 15 KOs) is a very good all-around fighter with victories over capable Sebastian Sylvester, Felix Sturm and (in a rematch) Anthony Mundine over the past two years. The Aussie is making his U.S. debut. Barker (25-1, 16 KOs) gave Sergio Martinez some trouble but is limited.
Prediction: *Rosenthal* – Geale UD; *Fischer* – Geale UD; *Satterfield* – Geale UD.

NATHAN CLEVERLY vs. SERGEI KOVALEV

Date: Aug. 17, 2013
Location: Cardiff, Wales
Division: Light heavyweights (for Cleverly's WBO title)
TV: HBO
Watchability rating (up to five stars): ★ ★ ★ ★ ★
Also fighting: Enzo Maccarinelli vs. Ovill McKenzie, light heavyweights
Significance: This is a rare matchup of two young fighters on rapid ascents. Cleverly (26-0, 12 KOs) is a gifted boxer and athlete with limited power. Kovalev (21-0-1, 19 KOs) is a well-schooled boxer but also has the ability to end any fight with one punch.
Prediction: *Rosenthal* – Kovalev KO 9; *Fischer* – Cleverly MD; *Satterfield* – Cleverly SD.

ABNER MARES vs. JHONNY GONZALEZ

Date: Aug. 24, 2013
Location: Carson, Calif.
Division: Featherweights (for Mares' WBC title)
TV: Showtime
Watchability rating (up to five stars): ★ ★ ★ ★
Also fighting: Victor Terrazas vs. Leo Santa Cruz, 12 rounds, for Terrazas' WBC junior featherweight title
Significance: For Mares (26-0-1, 14 KOs), the gauntlet of elite opponents continues. He has met every challenge (except for a draw) as a result of his all-around ability and fighting spirit. Gonzalez (54-8, 46 KOs), a big puncher, is 2-0 since losing a decision to Daniel Ponce de Leon, whom Mares beat.
Prediction: *Rosenthal* – Mares KO 7; *Fischer* – Mares TKO 9; *Satterfield* – Mares KO 5.

VICTOR TERRAZAS vs. LEO SANTA CRUZ

Date: Aug. 24, 2013
Location: Carson, Calif.
Division: Junior featherweights (for Terrazas' WBC title)
TV: Showtime
Watchability rating (up to five stars): ★ ★ ★ ★
Also fighting: Abner Mares vs. Jhonny Gonzalez, featherweights, for Mares' WBC featherweight title
Significance: Terrazas (37-2-1, 21 KOs), a clever boxer, narrowly outpointed capable Cristian Mijares in his last fight to win the title. Santa Cruz (24-0-1, 14 KOs), the former bantamweight champ, breaks down his opponents with a high work rate and punishing blows.
Prediction: *Rosenthal* – Santa Cruz UD; *Fischer* – Santa Cruz UD; *Satterfield* – Santa Cruz KO 9.

AUG. 9 – Deontay Wilder vs. Sergei Liahkovich, heavyweights, Indio, Calif. (Showtime)

AUG. 10 – Anselmo Moreno vs. William Urina, bantamweights, for Moreno's WBA title, Panama City, Panama; Oscar Escandon vs. Nehomar Cermeno, junior featherweights. In Mexico City, Adrian Hernandez vs. Atushi Kakutani, for Hernandez's WBC title.

AUG. 12 – Akira Yaegashi vs. Oscar Blanquet, flyweights, for Yaegashi's RING and WBC titles; Shinsuke Yamanaka vs. Jose Nieves, bantamweights, for Yamanaka's WBC title, Tokyo.

AUG. 16 – Andrzej Fonfara vs. Gabriel Campillo, light heavyweights, Chicago (ESPN2)

AUG 17 – Takashi Miura vs. Sergio Thompson, for Miura's WBC junior lightweight title, Cancun, Mexico (Fox Deportes).

AUG. 24 – Juergen Braehmer vs. Stefano Abatangelo, light heavyweights; Arthur Abraham vs. Willbeforce Shihepo, super middleweights, Schwerin, Germany.

AUG. 31 – David Tua vs. Alexander Ustinov, heavyweights, Hamilton, New Zealand.

Berto: Ethan Miller/Getty Images; Karass: Nick Laham/Golden Boy/Golden Boy/Getty Images

SEPTEMBER

RICKY BURNS vs. RAYMUNDO BELTRAN

Date: Sept. 7, 2013
Location: Glasgow, Scotland
Division: Lightweights (for Burns' WBO title)
TV: Sky (U.K.)
Watchability rating (up to five stars): ★ ★ ★
Significance: Burns (36-2, 11 KOs) has won 21 consecutive fights because of his polished skills and toughness. Beltran (28-6, 17 KOs), one of Manny Pacquiao's sparring partners, is a good, durable boxer but will have to be very busy to give himself a chance in Burns' backyard.
Prediction: *Rosenthal* – Burns UD; *Fischer* – Burns UD; *Satterfield* – Burns UD.

SEPT. 7 – Cecilia Braekhus vs. Oxandia Castillo, welterweights, Frederikshavn, Denmark

SEPT. 14 – Floyd Mayweather Jr. vs. Canelo Alvarez, junior middleweights, for THE RING, Mayweather's WBA and Alvarez's WBC titles (see comprehensive preview in this issue). In Germany, Marco Huck vs. Firat Arslan, cruiserweights, for Huck's WBO title.

SEPT. 21 – Billy Joe Saunders vs. John Ryder, middleweights, London.

SEPT. 28 – David Haye vs. Tyson Fury, heavyweights, Manchester, England.

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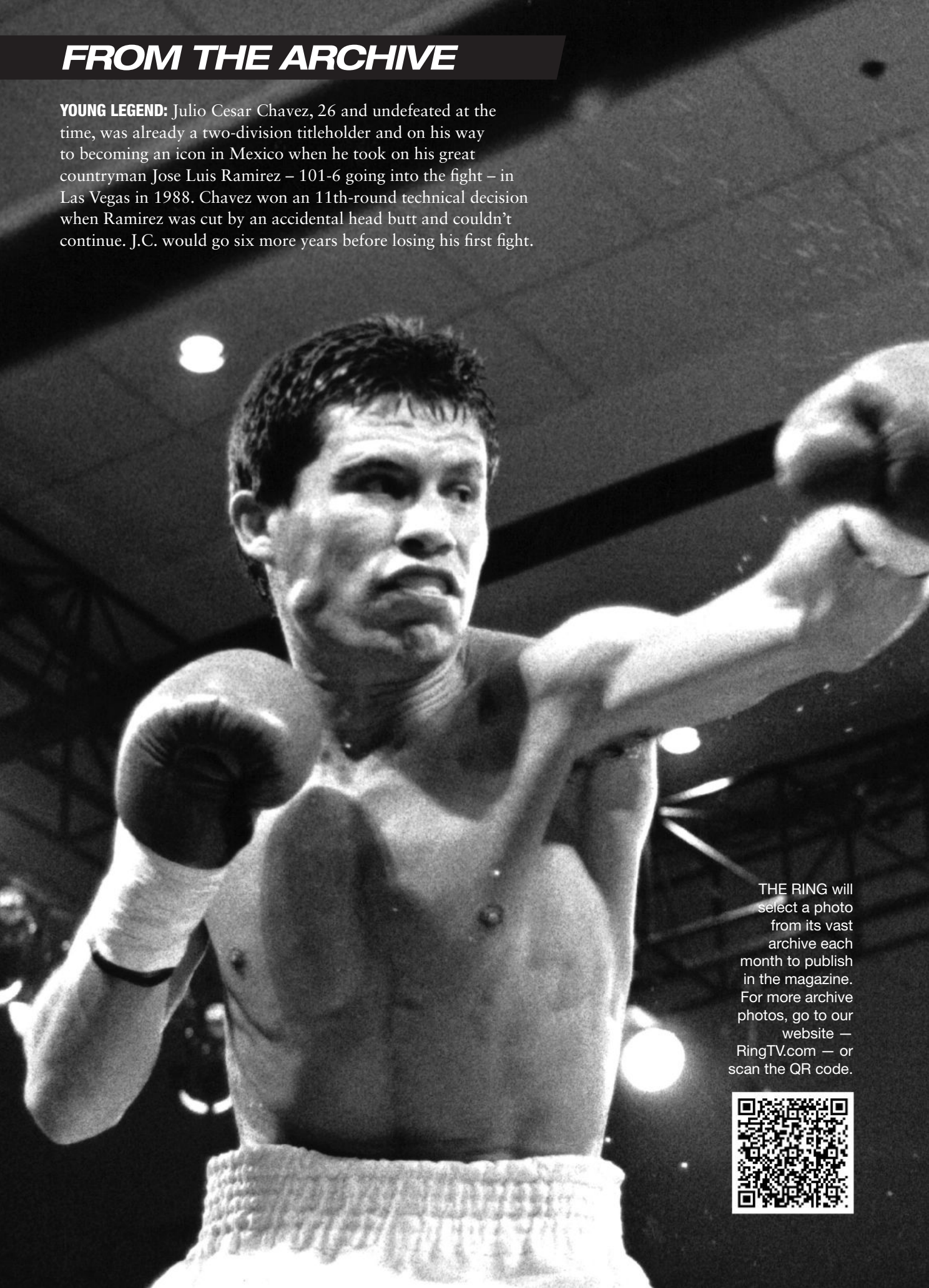
"Boxers must be part of the equation."

— BOC Member José Chegüi Torres

FROM THE ARCHIVE

YOUNG LEGEND: Julio Cesar Chavez, 26 and undefeated at the time, was already a two-division titleholder and on his way to becoming an icon in Mexico when he took on his great countryman Jose Luis Ramirez – 101-6 going into the fight – in Las Vegas in 1988. Chavez won an 11th-round technical decision when Ramirez was cut by an accidental head butt and couldn't continue. J.C. would go six more years before losing his first fight.



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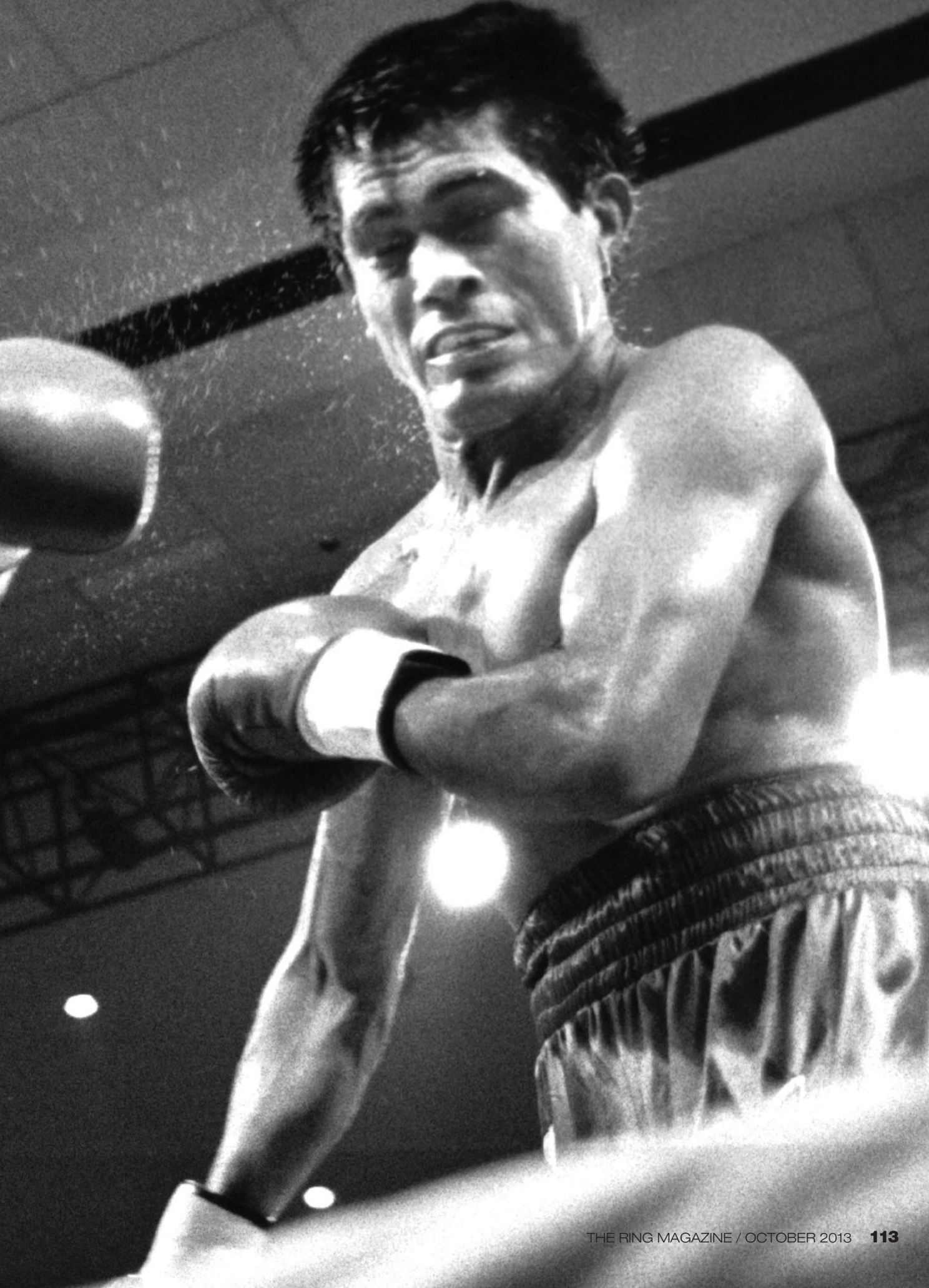

AT THE FIGHTS

1. Evan Nahuat with Al Bernstein at the Marcos Maidana-Josesito Lopez fight in Carson, Calif. 2. Mark Easter (left) with Aaron Pryor during Hall of Fame induction weekend. 3. Alicia Shulman with Floyd Mayweather Jr. in New York. 4. Ethan Perez, 8, with Brandon Rios in Dallas. 5. Kevin Clark (left) with Miguel Cotto in Las Vegas. 6. Steven McEachern (left) with Gary Russel Jr. at a Golden Gloves tournament.

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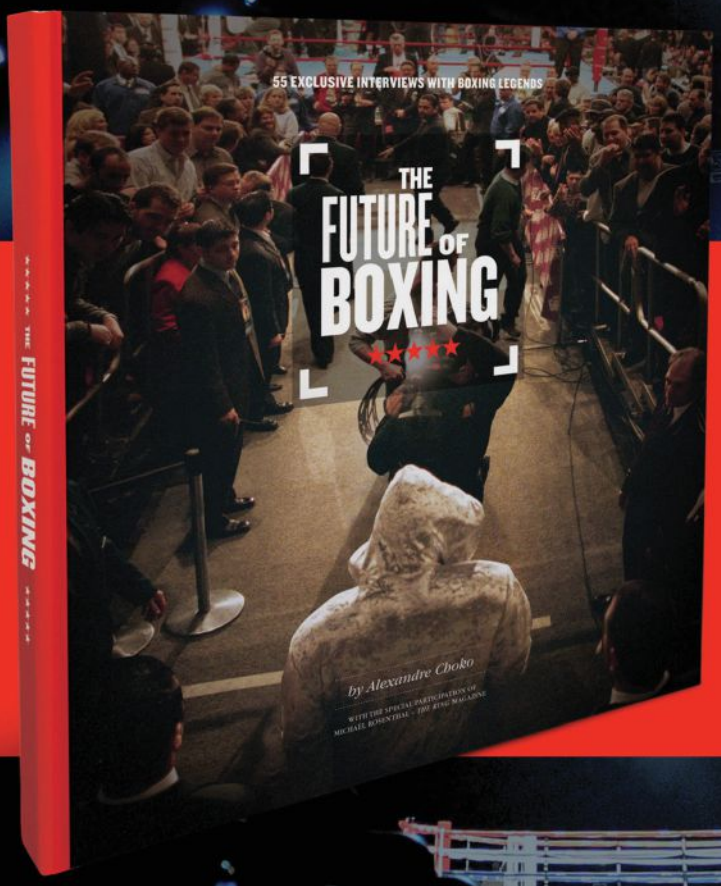

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